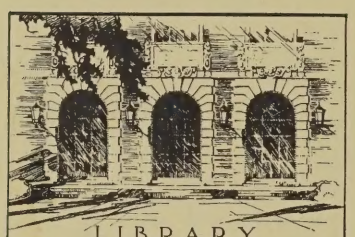

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NATIONAL PRINTER JOURNALIST

JANUARY, 1922

VOL. 40, No. 1

THIRTY-NINTH YEAR

Published Monthly by
Trade Press Publishing Company
Montgomery Bldg., Milwaukee, Wis.

Subscription Price
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$2.00 a Year

Kinzie Kut Black

A dense blue-toned Black that will not offset or fill. Works well on S. & S. C. and enamel papers with halftones or type. Sets quickly and dries hard over night.

100 Lbs. . 30c Less 40c

In 5 or 10 lb. cans

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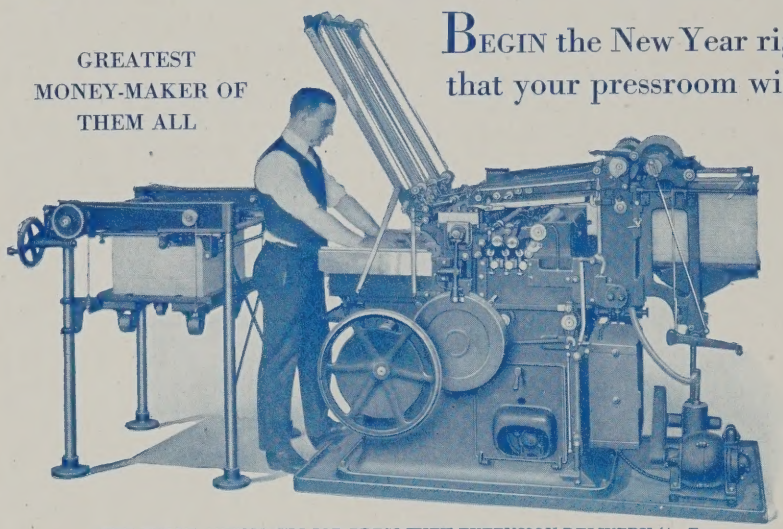
Entered as Second Class Matter, Jan. 15, 1889, at the Post Office at Milwaukee, Wis., Under Act of Congress of March 3, 1879

The Only Presses MAKING MORE MONEY than the LITTLE KELLY are Those in the U. S. Mint

GREATEST MONEY-MAKER OF THEM ALL

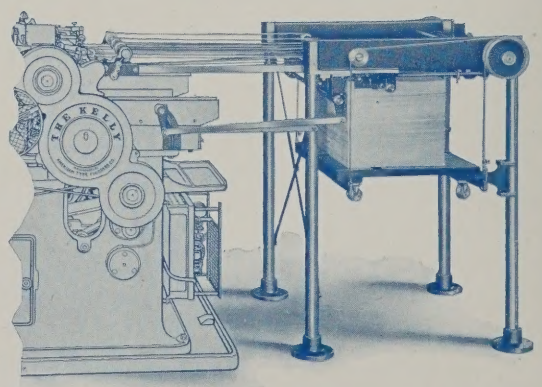


THE KELLY AUTOMATIC JOB PRESS WITH EXTENSION DELIVERY (An Extra)

BEGIN the New Year right. Make a resolution that your pressroom will show a greater profit this year than any previous normal year. If you have a lot of old, slow-moving, bulky machinery, throw out these parasites and buy a Little Kelly which is a little gold mine. It handles all job work, both short and long runs, better than any other press. Its quality equals that given by the big four-roller cylinders. You owe it to yourself to investigate. Its capacity and productivity and product will pleasantly surprise any Kellyless printer. You need not be outclassed in production by Kellywise printers.

To Kelly Press Users

KELLYWISE printers who have not yet added the Extension Delivery to their Little Kellys are asked to consider the economies it effects. It reduces spoilage to a minimum by making it unnecessary to handle the work before the ink is dry. It saves the time used unnecessarily in frequent handling. It prevents offset on much work that otherwise would require slipsheeting. It saves time in forwarding the work from press to the folder, paper cutter or the delivery room. It does not obstruct access to the form in the least. It takes care of the smallest jobs and shortest runs better than a regular jogger.



EXTENSION DELIVERY IN ACTION

It takes a pile 30 in. high, and when the pile is completed it is on wheels, ready to be hauled anywhere without handling.

FOR FULL PARTICULARS APPLY TO NEAREST SELLING HOUSE OF THE

American Type Founders Company Developer and Manufacturer of the Kelly Press; or to BARNHART BROS. & SPINDLER, Washington (D. C.), Dallas, Omaha and Seattle; DODSON PRINTERS SUPPLY COMPANY, Atlanta; and TORONTO TYPE FOUNDRY COMPANY, for Canada east of Port Arthur. In Canada west of Port Arthur, AMERICAN TYPE FOUNDERS COMPANY, Winnipeg.

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THE C. I. Johnson Manufacturing Company furnishes a complete service to the printing fraternity.

Printing, Binding and Typesetting Machinery new and rebuilt.

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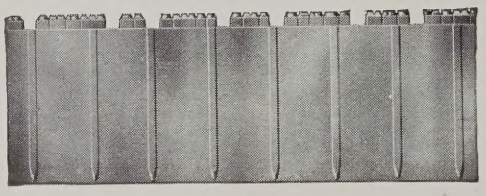
SAINT PAUL, MINNESOTA

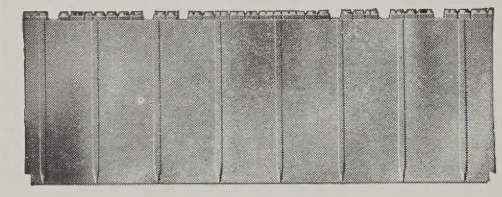
"The Firm of Practical Men"

Advantages of the Linograph 7

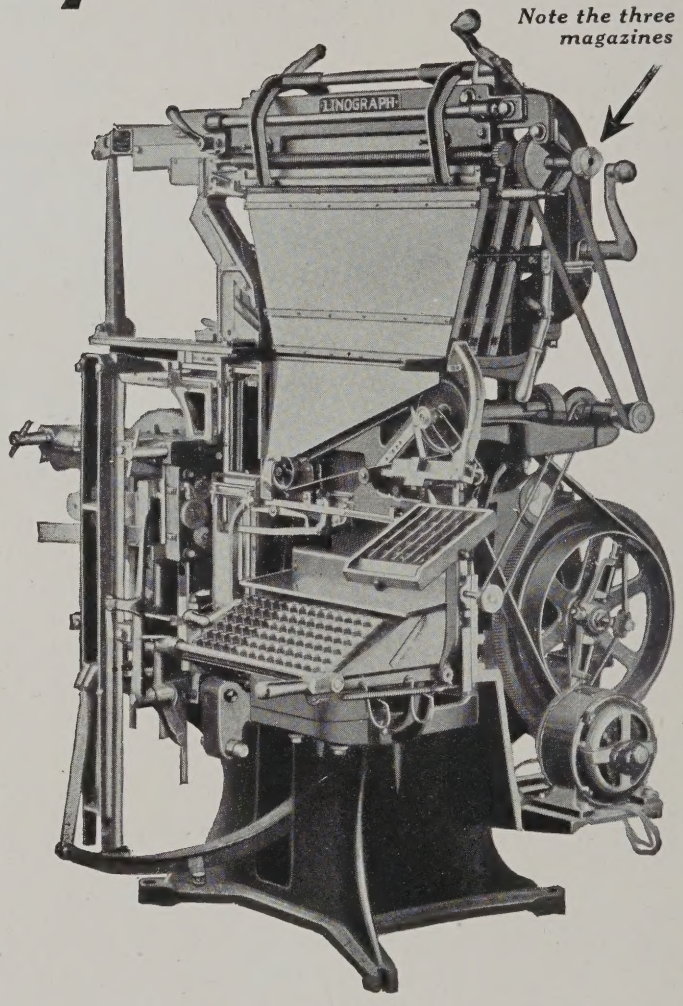
The Low Quad Slug



The Linograph Slug



Slugs of other machines



On the "Model 3" or any Linograph model, the slug is the outstanding feature of the finished product. The Linograph casts a quad-line that is about two points lower than the quad-lines in other line-casting machines. Linograph quad-lines *do not show up in printing.* There is no chiseling or cutting down on Linograph slugs — ever. The picture tells the story.

The Linograph is the machine you need.
Write for "Answers to Your Questions."

THE LINOGRAPH COMPANY

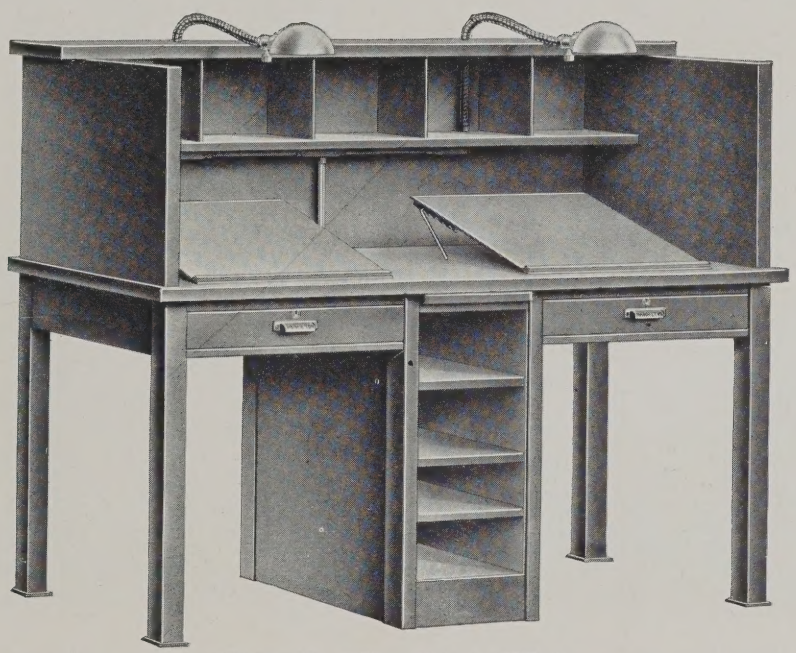
DAVENPORT, IOWA, U. S. A.

The Linograph Way is the Easiest Way

1917 no 46 & Journalism lib. v 40, 42-43, 48-Cmw

The "Know How"

in the design and manufacture of equipment for so exacting an individual as the modern printer is a "something" that can only be acquired by a *real knowledge* of his actual requirements. Almost a half century of continuous application to this line justifies the assertion that we possess that knowledge to a marked degree.



Steel—No. 829. Wood—5255-A.

Don't increase the opportunity for errors by compelling *your* proofreader to work under obsolete conditions. Adopt the modern plan — make it *easy* for him to do his work *right*. Our Desks provide what is practically the equivalent of a private office, with all the necessary equipment at one's finger ends, thus making for speed and accuracy at all times.

DETAILS:

Two adjustable writing beds (size 19x18 in.) on flat working surface.
Five bins at top, size 8½x7¾x11¾ in.
Two large drawers (size 20½x20x2½ in) as shown. with different style lock on each.
Center pedestal with sliding shelf at top; two compartments size 11¼x6x24 in., and two of size 11¼x 4⅝x24 in.
Electric lights with flexible conduits permitting any desired adjustment.
Overall dimensions: Length, 63½ in.; height, 50½ in.; depth, 27 in. Height to writing beds, 30 in.
Finish: steel, olive green; wood, antique gloss.
Total floor space required, 63½x27 in.

Manufactued by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by Prominent Type Founders and Dealers Everywhere

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In the vast North American Continent, the far flung Indian tribes used the signs and symbols of a visual language. Though their hunting grounds be removed to the farthest north south, east or west, these symbols were alike intelligible.

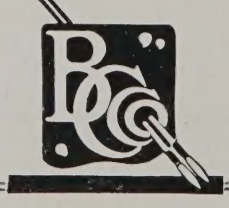
In this same vast country today there are signs and symbols that are universally known to stand for quality and service. The imprint of the Barnes-Crosby Company enjoys this distinction, wherever faithful and beautiful reproductions are appreciated.

In our shops the most complex and diversified copy receives that expert care which insures a reproduction rivaling the original in beauty and craftsmanship.

BARNES-CROSBY COMPANY

E. W. HOUSER PRESIDENT

ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS



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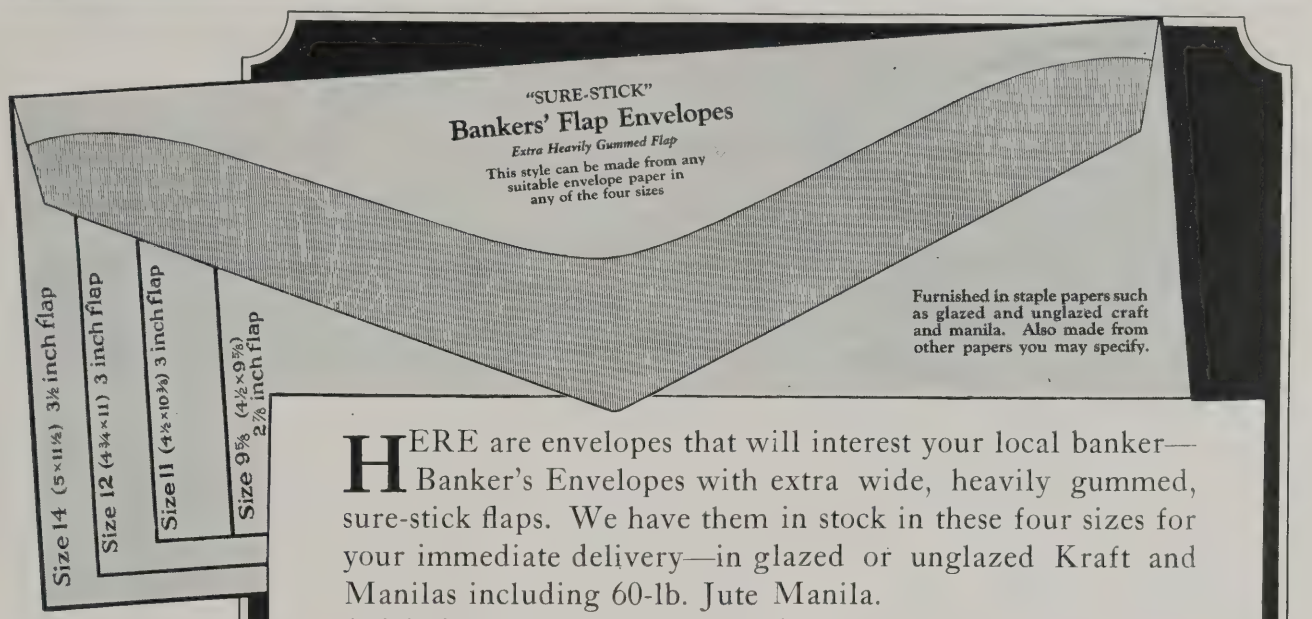
1103 LOCUST ST. ST. LOUIS


"SURE-STICK"
Bankers' Flap Envelopes
Extra Heavily Gummed Flap
This style can be made from any suitable envelope paper in any of the four sizes
Size 14 (5×11½) 3½ inch flap
Size 12 (4¾×11) 3 inch flap
Size 11 (4½×10⅜) 3 inch flap
Size 9⅝ (4½×9⅝) 2⅞ inch flap
Furnished in staple papers such as glazed and unglazed craft and manila. Also made from other papers you may specify.

HERE are envelopes that will interest your local banker—Banker's Envelopes with extra wide, heavily gummed, sure-stick flaps. We have them in stock in these four sizes for your immediate delivery—in glazed or unglazed Kraft and Manilas including 60-lb. Jute Manila.

And they're *"notched W"* envelopes — the trade-mark that is your guarantee of every quality you could ask for in envelopes.

We also make and carry in stock, Baronial, Gladstone and Card envelopes, as well as our regular standard Commercial or Catalog envelopes in all the staple papers — wood, rag, bond, manila and kraft. *Write for samples and quotations*

Strictly a Printers' and Lithographers' Service

W-Notched Under Flap | Reg. U.S. Trade Mark

We Protect the Trade

Western States Envelope Co. Milwaukee Wisconsin

Makers of Guaranteed 'Sure Stick' Envelopes for Printers and Lithographers

The COOPER Series

A New Roman Type of Character • Designed by OSWALD COOPER

To the Advertising Profession Mr. Cooper is perhaps the best known designer of lettering in America. In his connection with an advertising service firm he is constantly at work producing effective hand-drawn lettering for the more important material of many of the leading national advertisers—among whom are

MARSHALL FIELD & COMPANY
THE B. F. GOODRICH COMPANY
PACKARD MOTOR CAR CO.
ROYAL TAILORS—AND OTHERS

SUPERIOR PRODUCTS SINCE 1868

Write Our Nearest Branch House for a Specimen Folder

BARNHART BROTHERS & SPINDLER

Originators of "Types that Talk"

CHICAGO WASHINGTON, D. C. DALLAS SAINT LOUIS KANSAS CITY OMAHA SAINT PAUL SEATTLE

Challenge
Proof Press

The "Old Reliable"

Made in two styles and seven sizes, ranging from 9x27 to 27x54 inches.

With or Without Stand

A good proof is easily read and makes a good impression.

Challenge Proof Presses are built to take good proofs and give the best possible service.

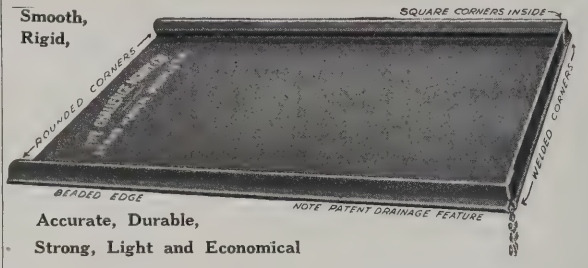
The roller is extra heavy and makes only one revolution from end to end of bed. It is covered with the finest felt blanket. A Brayer Handle and Core is furnished with each press.

The Presses without stand are made to fasten on any convenient stand or table. Those with stand have a substantial iron frame and directly beneath the bed is a convenient cabinet with door. Near the bottom is a large shelf, for proof paper.

Sold By Dealers In Priners' Supplies

Challenge
Pressed Steel Galleys

Smooth, Rigid,



Accurate, Durable, Strong, Light and Economical

The Single Piece, All-Purpose Steel Galley

Challenge Pressed Steel Galleys are made in all standard job, news and mailing sizes, including the new size 13-ems plus 1-pt. and 26½-ems plus 2-pts. for newspaper work. These latter sizes can be furnished with Challenge Non-Removable or Removable Galley Locks.

Special Sizes Made to Order

Send For Illustrated Circular And Prices

THE CHALLENGE MACHINERY CO.

Challenge Creations for Printers

MAIN OFFICE AND FACTORY
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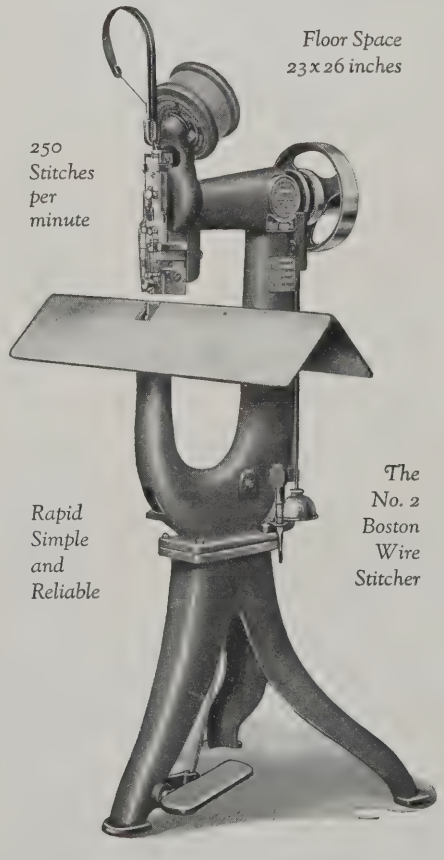
124 S. Wells Street

NEW YORK
461 Eighth Ave.



Floor Space 23x26 inches

250 Stitches per minute

Rapid Simple and Reliable

The No. 2 Boston Wire Stitcher

The No. 2 Boston Wire Stitcher

SUPREME in the pamphlet wire stitching field—the speediest, most productive and most profitable stitcher ever offered the trade. 250 stitches per minute (*not for one minute but constantly*). No. 30 to No. 25 round wire, flat and saddle table, single adjustment (*as are all Bostons*), every up-to-the-minute feature.

American Type Founders Co.

General Selling Agent

HOW and WHAT TO WRITE AS NEWS!

THE ONE BOOK
for EDITORS *and*
CORRESPONDENTS

Meeting with unparalleled Success

The Herald, at Baker, Oregon, orders seventy-five copies for all its correspondents, and orders for large quantities are being received from publishers in all parts of the world.

SAMPLE COPY GLADLY SENT
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Special prices on large quantities.

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R. T. Porte, President
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YOUR CERTAINTY

EVERY advance in routing cutter efficiency originated with **"Cutters that Cut"**—the Royle Routing Cutter.

A style and steel for every purpose.

Write for Booklet No. 280.

JOHN ROYLE & SONS
Paterson, N. J.
Photo-Engravers' Machinery.

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.
AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.
AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
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THE HOME OF THE GLOBE ENGRAVING & ELECTROTYPE CO.

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Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October 1st, 1912.
Note that the printing quality does not show perceptible deterioration.

105,000 Square Feet for Exposition and Convention

Announcing

THE SECOND ANNUAL

Graphic Arts Exposition

in Connection With the

THIRD ANNUAL CONVENTION

International Association of Printing House Craftsmen

Conducted by the

Boston Club of Printing House Craftsmen

MECHANICS' BUILDING, BOSTON, MASS.

August 28 to September 2, 1922

INCLUSIVE

The Exposition is not a money-making plan, but part of the educational work of the International Association of Printing House Craftsmen, by which they acquaint the whole printing and allied trades with the newest and best in equipment, materials and methods.

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BOSTON EXPECTS YOU

Address Communications to

BOSTON GRAPHIC ARTS EXPOSITION, INC.
Rooms 908-909 Rice Bldg., 10 High Street, BOSTON, MASS.

More
THAN A PRICE LIST

Only a very small proportion of the work done in the average printing plant may properly be priced by reference to a "price list;" because *a correct knowledge of production costs* is absolutely essential, in nearly every case, to the quotation of a just price.

Fortunately, there is available at Printing Headquarters — THE UNITED TYPOTHETAE *of* AMERICA — a book which contains the record of average production, accurately compiled from data furnished by thousands of representative plants all over North America. This book is *the Typothetae Standard Guide.*

To be sure, the Standard Guide also contains selling schedules covering those items which may properly be priced from such schedules. But its unique value to the trade lies in its accurate production records, which are of course available from no other source.

Use of the Standard Guide eliminates guesswork in pricing; makes easier the *accurate* figuring of prices; affords a check on the time shown on cost summaries; and, necessarily, increase in marked degree the efficiency of the plant in which it is continuously and properly used.

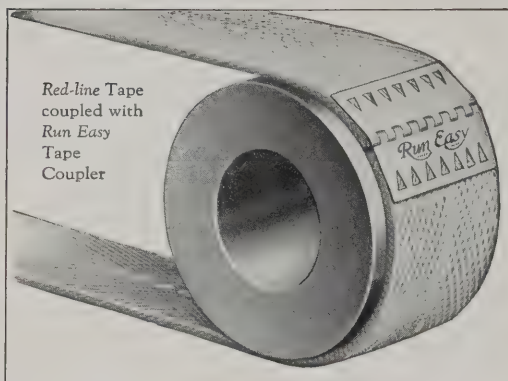
The Typothetae Standard Guide will be furnished to any printer at the nominal price of $20.00.

Semi-monthly Revision Service, which keeps the Standard Guide always up to date, is furnished at $10.00 a year — $30.00 in all for the first year, and each year thereafter only $10.00.

IN ORDERING, *or for further information,* ADDRESS

UNITED TYPOTHETAE OF AMERICA

608 South Dearborn Street Chicago, Illinois



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Red-line Tape
TRADE MARK

A SUPERIOR QUALITY OF TAPE FOR BINDERY, PRESSROOM, OR WHEREVER TAPE IS REQUIRED

Red-line Tape is sold in rolls of thirty-six yards and is made in the following sizes:

⅜ inch	⅝ inch	⅞ inch	1⅛ inch	1½ inch
½ inch	¾ inch	1 inch	1¼ inch	2 inch

SAVE the time and trouble occasioned by breaking of tapes on your machines by using Red-line Tape. Cheap tape, like lots of other cheap things, is dear at any price.

Get the best made, insist on Red-line
It is the finest quality obtainable

IN STOCK AT ALL SELLING HOUSES

American Type Founders Company

He Built a $6,000,000 Business with a House Organ

¶ One of America's foremost big executives—president of a concern that raised its sales in 15 years from $350,000 to $6,000,000 a year with the aid of a house organ which he personally and exclusively edited—reveals the inside story of his remarkable achievement in an article told by the executive himself in his own inimitable style, and not by a mere, theoretical "good writer," in the current issue of

THE PRINTING ART

¶ This article is typical of THE PRINTING ART'S progressive policy of bringing to its readers the latest and most authoritative word on the use of printing and printing advertising as practical, profitable business utilities.

For example, Robert Ruxton's famous course of instruction on "Selling by the Printed Word," wherein he explains the principles by which he obtains his extraordinary results in printing advertising, has been obtained at great expense and is running every month in The Printing Art.

Every issue is filled with *practical* articles by America's leading authorities on design, layout, color, art, typography and allied subjects and profusely illustrated with exclusive and artistic color inserts. The Printing Art, known as "the fashion-plate of printerdom," is considered the foremost publication in the advertising and graphic arts field by those who ought to know.

A "Show Me" Offer

The Printing Art stands squarely on its merits and confidently makes the "show me" offer embodied in the coupon below. Simply sign and mail the coupon today. The Printing Art will start going to you at once—beginning with the number containing the great house organ article described above.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me The Printing Art for one year, beginning with the number containing the article on the famous house organ. You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly, on the condition that if, after receiving three issues, I am not perfectly satisfied, you are to refund the money without question and I am to keep the three issues without obligation.

Name_____

Street_____

City and State_____

The Mark of a Service

THE hardest thing in the wide world to measure is service—it can take on so many attributes ¶ The above is the mark of the Franklin Printers Service a world-wide institution

Thousands of printers say its value can only be measured in terms of actual business success

The subscription price is small
The returns exceedingly great

Write for special 60-day guarantee offer

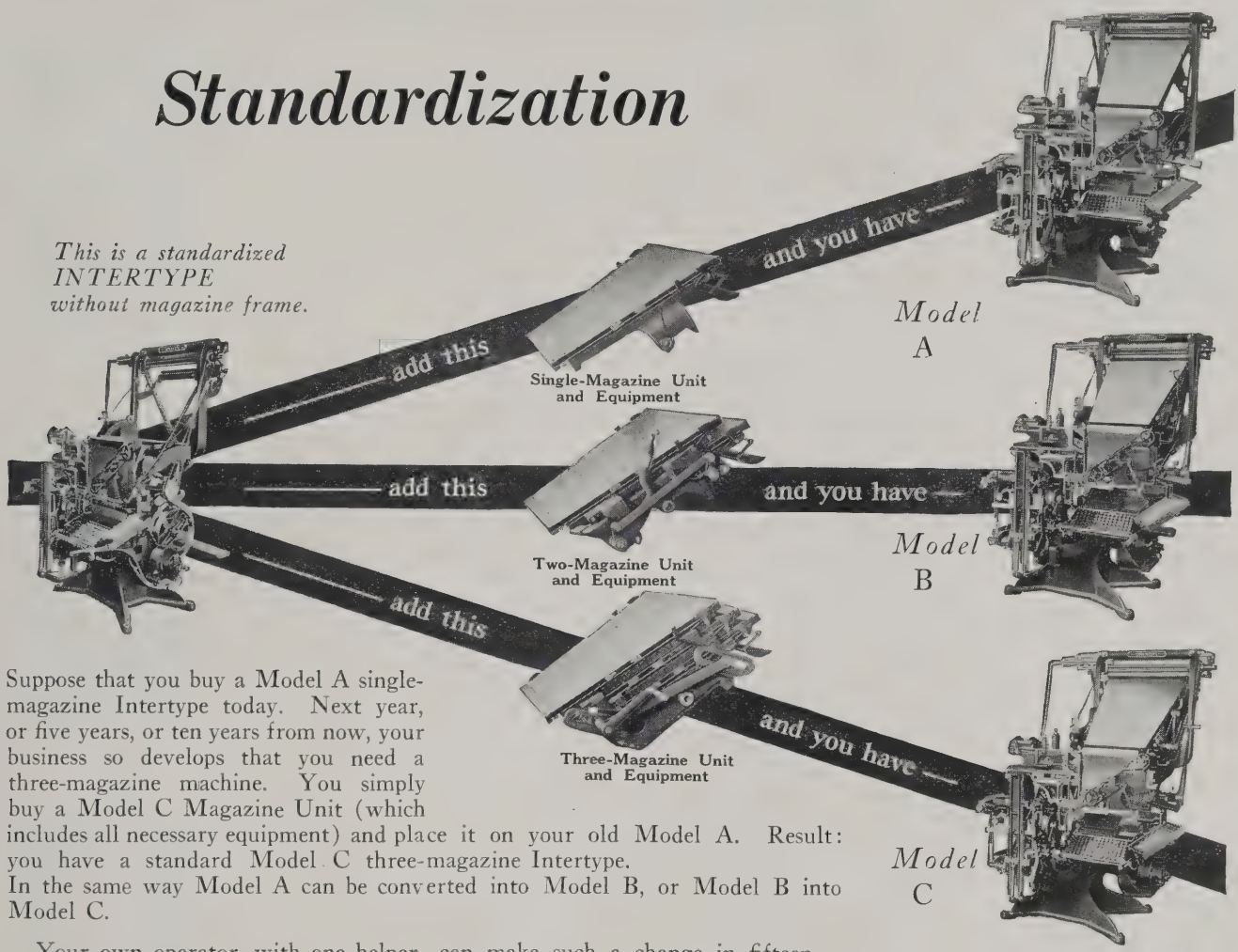
The PORTE PUBLISHING CO.
Salt Lake City, Utah

1st Reason WHY the INTERTYPE *IS* "The *BETTER* Machine"

This is the first of a series of practical talks on Intertype construction More will follow. Watch for them!

Standardization

This is a standardized INTERTYPE without magazine frame.



Suppose that you buy a Model A single-magazine Intertype today. Next year, or five years, or ten years from now, your business so develops that you need a three-magazine machine. You simply buy a Model C Magazine Unit (which includes all necessary equipment) and place it on your old Model A. Result: you have a standard Model C three-magazine Intertype.
In the same way Model A can be converted into Model B, or Model B into Model C.

Your own operator, with one helper, can make such a change in fifteen minutes — *and the cost is only the difference in price between the two models involved.*

INTERTYPE CORPORATION

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Middle Western Branch,
550 RAND-MCNALLY BUILDING, CHICAGO

Pacific Coast Branch,
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President and Publisher

B. S. HERBERT
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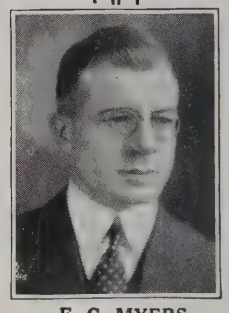


E. G. MYERS
Associate Editor

Introducing the New Staff of The National Printer-Journalist

WITH this page the new staff of the National Printer Journalist introduces itself to you, the readers and patrons of this magazine.

We, as executives of this organization, greet you with fraternalism. Our training has been laid in that same fascinating field in which you work—that of publishing. Each of us has been a student in the school of newspaperdom.

For this reason we believe that we are particularly capable of working with you; co-operating with one aim—the building of better papers and better business.

Aiding us in this work is an organization of a hundred trained employees, including representatives in the larger cities throughout the country.

Our mechanical equipment constitutes one of the largest and most complete plants in the northwest, with every facility for producing the utmost in printing craftsmanship.

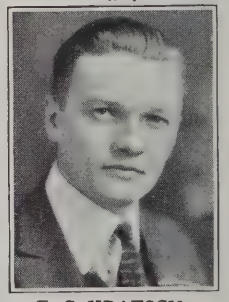
We pledge our personal efforts and the best work of this institution in full co-operation with you. We look toward this future with genuine pleasure.

TRADE PRESS PUBLISHING CO.
Montgomery Building Milwaukee Wisconsin

P. C. TREVIRANUS
Treas. and Business Manager

H. J. LARKIN
Managing Editor

W. E. LENICHECK
Circulation Department



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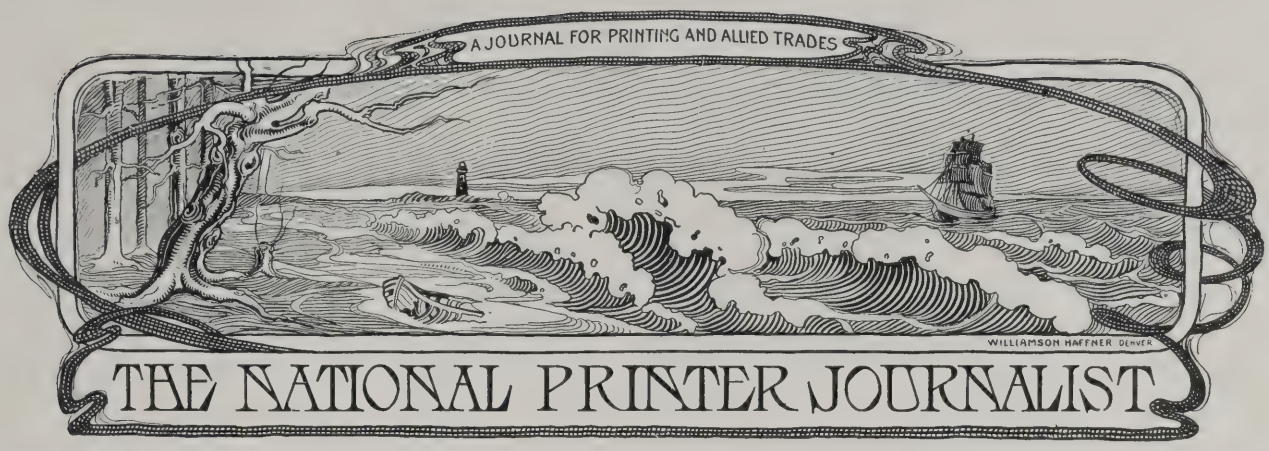
Technical Editor



Vol. 40. Milwaukee, Wisconsin, January 15, 1922. No. 1

Announcement

With the January issue, the National Printer-Journalist enters upon its thirty-ninth year. For two-score years, my father, B. B. Herbert, and I have striven to help the small town publisher and printer. Since my father's death, I have worked to build the National Printer-Journalist into a monument to his memory

In order that I might more readily accomplish this result, I have merged my interests with the Trade Press Publishing Company of Milwaukee. The brilliant success of their organization in the trade paper business stamps them as leaders in their line. With their large, aggressive, competent oraganization, I feel confident I can make the National Printer-Journalist grow to a real power for good.

I feel assured that the seed that my father so tenderly planted thirty-nine years ago, will now develop into the splendid tree which his vision so clearly pictured.

My own interest in the National Printer-Journalist is not changed, and I will continue to act as its editor-in-chief.

Through the consolidation, I will be able to devote all of my energies to the editorial department and leave the other departments of the business to circulation and advertising specialists.

The Trade Press Publishing Company organization consists of ninety persons, with editorial, business administration, advertising, subscription and mechanical departments. The Company owns and publishes four other trade papers and has one of the largest and most completely equipped plants in the northwest. The heads of the various departments are trained newspapermen and all understand by intimate contact the problems of the small daily and weekly publishing and printing office.

The President, H. A. Apple, had editorial experience on the Milwaukee Sentinel and advertising experience on the Milwaukee Journal. In June 1912, Mr. Apple entered the trade publication field and in it attained his greatest success.

P. C. Treviranus, business manager and treasurer, had a thorough newspaper training in the circulation, accounting and business departments and finally rose to the position of publisher of the Milwaukee Journal. Later, he became the business manager of the Des Moines Register and Tribune.

F. L. Goulston, vice-president and advertising manager, has had a varied advertising agency, merchandising, as well as early newspaper and trade paper experience.

H. J. Larkin, managing editor, has had a diversified training in editorial branches of small newspapers and metropolitan dailies and in addition has had a very broad advertising agency and trade paper experience.

E. G. Myers is plant manager of the mechanical properties of the Trade Press Publishing Company. In his capacity as associate editor, he will bring to the readers of the National Printer-Journalist a vast fund of interesting material gained in his extensive experience in the graphic arts industry. Mr. Myers has owned and published two newspapers, and his research in this phase of the business brought many interesting things to light. For many years Mr. Myers was in the employ of the Mergenthaler Linotype Company, as salesman and in various other capacities, latterly in the department of linotype typography and in the publicity department in the executive offices of the company in New York. In addition, he has engaged largely in efficiency and survey work in connection with large printing establishments and newspapers. His kindly helpfulness will at all times be available to our readers and friends of the National Printer-Journalist, and we hope no one with a problem will hesitate to seek counsel from Mr. Myers.

No change in the editorial policy is contemplated, and the entire staff will co-operate with me in enlarging the scope and in rendering a more comprehensive service which will command the immediate recognition of subscribers and advertisers alike.

The first tangible benefit of my new association is reflected in the reduction of the subscription price from three dollars, to two dollars, per year.

From month to month, readers will receive other benefits just as tangible. With my increased facilities for serving I can now build a paper that will be a real benefit to the craft. I am happy in the thought that the National Printer-Journalist will rise to prominence and render that service which its founder so clearly visualized.

Benjamin S. Herbert.

Education and Craftsmanship

By HARRY L. GAGE
Assistant to the Director of Linotype Typography.

Printers following instead of leading, says Mr. Gage; filling prescriptions instead of prescribing; ad-men have taken away initiative; craftsmanship has gone glimmering; urges support of program of U. T. A. Committee on Education. Address before U. T. A. Annual Convention, Toronto.

I AM not here as a member of the campaign to put over this new program of education. I am not a voluntary orator on their behalf. I reserve any personal privilege that I may want to keep. But it has never been my privilege to participate in a dramatic performance in which the Beauty Chorus was as inactive as ours seems to be. If my remarks start any action on the part of one member of the Beauty Row before me, it is because of a family feud, — a controversy, — and such physical violence would be the only answer that was left on the other side of the controversy.

You have heard from these speakers on the subjects of Education and Craftsmanship some good, sound, convincing facts on conditions as they have been and as they are today.

I would like to dwell for a moment on a condition which has grown out of the lack of craftsmanship, the lack of education which confronts many good, every-day printers, not specialists, not manufacturers, but printers. Let me put my text in the form of a challenge to you as members of the U. T. A., as individuals, and as representatives of our big industry.

LEADERS OR FOLLOWERS?

My challenge is this: *If the printers of our two countries for the past twenty years had been as alert to the need for sound craftsmanship as they have been to the needs for business methods, we today would be leaders instead of followers.* We like to talk about this splendid stand that we have taken in reorganization work and in educational work. It is all true. We are leaders, a good many of us, but even more of us are followers, — and whom do we follow? How many of you here almost daily have a set of specifications crammed down your throats, specifications that may or may not be practical, specifications that someone has written for us, someone who would make of us mechanics and builders, and who would take from us the creative element in our business, which is the inspiring and the most profitable side.

Who are these fellows that would cram specifications down the throat of the printing industry? Who are they but our friends, the ad-men, the whole tribe of ad-men, agencies, managers, typographers, designers? Now, it is a pretty risky thing these days to criticize an ad-man. If you damn them collectively you invite a libel suit.

This is not a discussion of the relative merits of the advertising profession. We may all of us hold our personal reservations and our opinions of individual members of that profession. Collectively they have come into a position of domination over the printing business simply because they were good business men. It is their sound judgment and our lack of craftsmanship which is responsible.

AD-MAN SERVES HIMSELF

This is not a plea for every printer here, if he is not already doing it, to go out and hire a copy writer and a so-called "designer" and start a service department. Poor, done-to-death word, "Service!" The thing that I want to emphasize is this lack of craftsmanship which has made Mr. Ad-Man go out and dig up for himself the thing that we have not furnished. Even the youngsters in our generation have seen the phenomenal growth of the advertising profession.

During the twenty or twenty-five years past our industry has been mighty busy with its business methods. You may admit today that all too many shops, small shops and perhaps some big ones, are not guided by the methods and the work that this organization has done. But this condition has come about (your program for this convention bears me out), because we have become so saturated with costs and methods and mechanical procedure that it has become our daily viewpoint. We have been "9-H'd" into a state of mind where we even try to sell on that basis.

You all know George Heintzman. He came in the other day and said, "You know it is mighty amusing to a lot of us to sit up there in the offices of the American Writing Paper company and listen to printers come along and try to sell us advertising. They talk about Miehle presses and lintotypes and monotypes and quick delivery and all that sort of thing. That is all an old story to us. Just what happens when some of these ad-men come along? They begin to talk to us about markets and sales, and they try to conjecture up a state of mind for us whereby we want to be double-spreaded all over the publications of this country, and at a good many thousand dollars per double, and what is the result? We have been listening to a lot of selling talk for space. When they get through, if there is anything left in the budget at all, that is for direct advertising, and that is where the printers come in. And, Gage," says he, "if you printers would devote as much attention to craftsmanship and the selling power of your product, there would not be machines enough in the country running twenty-four hours a day, to supply the demand for direct-advertising material."

AD-MAN SELLS CRAFTSMANSHIP

Now let's keep away from this service-department thing. I am holding no brief for a service department or for service-department methods. Those of you who try it know that it is profitable. But let's get into it, because we have in our organization and outside it these rapidly growing bodies of free-lance designers, typographers, all the little off-shoots of our industry, who have found it necessary to get together and who are operating, many of them, independently of the printing business. Why has that thing come about? Was it not because the advertis-

ing man found twenty years ago, and from that time on, found that the printer did not give him the thing that he needed? Did he not have to go out and dig up his own designers? Did he not have to make his own study of types, of typography, and paper and ink, and did he not sell it, not as the product of a machine at so many revolutins per hour, but for what it would do in salesmanship, because of the craftsmanship that he was able to put into it?

That is the condition that has brought about the denaturizing of our business to the extent that your initiative is being rapidly lost. We follow prescriptions. We are bound by specifications. Sometimes they are mighty foolish, too. That is a condition that we have brought upon ourselves.

There are undoubtedly a good many of you who do not feel this condition. You have good, healthy plants running along, turning out a product. You come in direct contact with your customers rather than working through the ubiquitous middleman. But how about *your* craftsmanship? What have you been doing to maintain standards and traditions? What have you been doing to meet a rapidly growing public taste which, in every industry and every manufactured product, is constantly demanding better workmanship, better design, a public taste that has grown out of the "pink cupid, early Pullman car period," and is coming down to modern, sane, wholesome, well-made things that we use in all our daily life? What are you doing to meet that condition? Are you practicing the graphic arts or are you mere manufacturers, content with a manufacturer's profit?

I have deliberately disregarded the glory of old tradition and the inspiration that lies in good work well done. That appeal, as Mr. Porter said, has been made to you repeatedly. This is an appeal purely to your selfish, your most sordid motives, sung to the tinkling sound of the coin of the realm. *If you fill prescriptions, yours is the apothecary's tithe.* The doctor's fee goes elsewhere. If you permit standards of craftsmanship to sag and fall and decay, you are handing on to posterity a disintegrating lemon.

Now I would like to be just a little bit personal with this organization. I would like to be just a little bit nasty, in order to drive this thing home.

How About That "U"?

As a challenge to the United Typothetae of America, how many of you individuals have ever questioned the reversed and incorrectly designed cap "U" that begins the display line on your letterhead? That is backside to. It is poor craftsmanship. How many of you feel an honest pride in screwing up on the front door of your plant the lithographed tin sign that looks as though it were marking a garage?

Now, the thing that started this little row was a personal and intimate criticism of the standards of work of the United Typothetae as expressed in all your printed matter, and as expressed in the limitations that your organization has placed on your school and on your educational work. I don't propose to take your time nor to make an inappropriate use of this occasion to continue such a debate here. But it is something to think about. If we were to go on on that point here, I should probably again be reminded by one whose inspiration has always guided me, that extreme youth causes a sudden rushing in where angels fear to tread. Furthermore, that to be wholesouled and fervently in favor of an altruistic ideal means that one must adopt "Billy Sundayism" and evangelistic fervor, and, furthermore, that to address an audience while very young is to suffer lack of conviction on the part of the audience.

I think your Committee on Education and your international officials are aware of those conditions that I have tried to point out, but I would like to hammer home to this convention three points: First, that the printing industry has lost prestige with big buyers of printing because of its own lack of craftsmanship. The second point is, that the printing industry has lost untold dollars because it has not sold craftsmanship. The third point is, that running parallel to this stagnation in craftsmanship has been an appalling lack of provision for the perpetuation of our craftsmen throughout the country through the proper guidance and education of apprentices and journeymen.

There are two ways in which this organization, as a body, can meet a condition like this. As a body, it has a committee to improve standards of printing. As a body, it has a Department and a Committee on Education. The entire answer to such a situation as this lies in your collective support of these agencies. You have got to get behind this educational work as you have never gotten behind it before. You have got to support your Committee on Education as you have never supported it before. You have always been behind it unanimously. This time you have got to support until it hurts. The committee has a big thing. It is up to you to put it over.

Mr. Porter, or Mr. Hawkins, referred to the United Typothetae of America as a great ship. I would say to you that that ship is not driven by a turbine whose location might be in Chicago or any other one spot. That ship is a good, old-fashioned Roman galley, and every one of us has got to be behind an oar, and if any one of us drops his oar we impede the progress of that ship. Your national organziation is the big steering sweep that will guide the ship. The motive force comes from each one of us individually.

Education and Craftsmanship — ignore them, one or both, and you will see your business stagnate. If you work through education to re-establish craftsmanship your reward will come, — first in dollars, — but it will come further in as much more than dollars as your prescription will be able to measure.

Belleville (Kan.) on Map

The job printing department of the Belleville (Kan.) Telescope goes in for real publicity. In a recent parcel of samples of printing submitted there was included a letterhead featuring a map of Republic county, showing the trading radius of Belleville. As a background for the map appeared miniature reproductions of copies of the papers published by the Telescope Company. The tieup of this trading radius and the papers that serve the territory is very unique, and should prove very successful as a piece of publicity. As a suggestion, since there are six thriving towns included in this territory, it occurs to the writer a trade analysis and merchandising survey of these towns, to be used in literature exploiting advertising space in the six papers published by the Telescope Company, would be interesting to advertisers, and a good business puller for the Telescope Company.

Boston Craftsmen to the Front

Plans for Graphic Arts Exposition Presage Big Show in Hub.

NO BENEFICIAL generally was the graphic arts exposition conducted by the Chicago Club of Printing House Craftsmen, in 1921, that the Boston Club of Printing House Craftsmen has been requested to undertake an exposition of like character in 1922, in connection with the national convention of the International Association of Printing House Craftsmen.

The Graphic Arts Exposition held in Chicago last July was the seed from which future Expositions will be grown. Boston took the cultivator and has gently nursed this wonderful seed to full growth. Now they are able to say "What Chicago has sown, see what we will reap." From an Exposition of 30,000 square feet of working machinery Boston will produce a wonderful plant of over 100,000 square feet.

This Exposition will feature all the machinery, appurtenances and appliances shown at Chicago. A notable addition will be a large department containing a box-making, a department for a printing exhibition and has cloth and wall paper printing machinery.

To conduct the exposition in a businesslike manner, the Boston Club of Printing House Craftsmen organized a Boston graphic arts exposition, incorporated under the laws of Massachusetts. Many months have been spent perfecting the necessary details to conduct the exposition.

Joseph J. Dallas, vice-president of the Boston club, has been urged to conduct the business part of the show. On January 1, Mr. Dallas resigned his position as assistant manager of the Boston district Lanston Monotype Machine company, to devote his entire time to the exposition. His genial, pleasing personality is known throughout the United States and Canada, and the Boston Club feels it has made a ten strike in securing his services.

The Boston Graphic Arts Exposition, Inc. will have headquarters at 908-909 Rice building, 10 High street, Boston, where all correspondence pertaining to the exposition will be promptly attended to. The exposition is not conducted for profit to any individual or organization, but is held to bring a closer co-operation between the exhibitor, employing printer and the consumer of printing, and to further the educational policy of the International Association of Printing House Craftsmen and the Boston Club of Printing House Craftsmen.

To bring the superintendent and foreman in closer touch with what's new in equipment and appurtenances in the graphic arts industry; to permit the master printer to inspect, under one roof, the machinery and appliances that are stamping the printing and allied industries as the fastest in development among the great industries, and to promote an harmonious, co-operative spirit between employer and employe— these are the laudatory objects of the expositions the Printing House Craftsmen are fostering.

The Boston club has started! Get prepared to attend the best Graphic Arts Exposition ever held. The slogan from now on is "B" in Boston."

The exposition will be held during the week of August 28 to September 2, 1922, at the Mechanics Building, one of the most commodious exposition buildings in the country.

The following is a list of the officers and members of the board of directors and its committees.

Officers

President, Edward W. Calkins; First Vice-President, Joseph J. Dallas; Second Vice-President, John W. Power; Secretary, John W. Fielding; Treasurer, Arthur E. Ham; Assistant Treasurer, Fred A. Williams.

Board of Directors

Joseph J. Dallas, Chairman; John W. Fielding, Secretary; John D. Babbage, Harry Brigham, Edward W. Calkins, Joseph P. Donovan, Herbert Farrier, Arthur E. Ham, John W. Power, Fred A. Williams, Cecil H. Wrightson.

Finance Committee

Arthur E. Ham, Chairman, A. E. Ham Co.; Edward W. Calkins, Southgate Press; Herbert H. Morely, Lanston Monotype Co.; Arthur Rawings, Lever Brothers; George A. Rhodes, Christian Science Publishing Co.; Fred A. Williams, Royal Arcanum; Cecil H. Wrightson, Cecil H. Wrightson Co.; John D. Babbage, Miller Saw-Trimmer Co.

Sales Committee

Edward W. Calkins, Chairman, Southgate Press; Harry Brigham, Tolman Print; Frank Corcoran, Geo. E. Crosby Co.; Jeremiah J. Roche, Fort Hill Press; Edward D. May, Barta Press; John F. Sullivan, Ginn & Company; Herbert Waters, Boston Mailing Co.; I. Frederick Wood, Rumford Press; Cecil H. Wrightson, Cecil H. Wrightson Co.

Publicity Committee

Fred A. Williams, Chairman, Royal Arcanum; Mark H. Boynton, Mergenthaler Linotype Co.; Joseph P. Donovan, Donovan & Sullivan Engraving Co.; Herbert Farrier, Japan Paper Co.; Wm. H. Fielding, Massachusetts Linotype Corp.; Carl G. Fowler, Representative of Printing; Wm. H. J. McMahon, W. H. J. McMahon Co.; John W. Power, Philip Ruxton, Inc.; G. Gehman Taylor, Perry-Estabrook Co.

Advisory Committee

O. J. Bar, J. S. Cushing Co.; Norwood, Mass.; S. P. Bible, Diamond Match Co., Springfield, Mass.; J. D. Bridge, Rumford Press, Concord, N. H.; A. A. Brausseau, Free Press Printing Co., Burlington, Vt.; A. T. Chase, Commonwealth Press, Worcester, Mass.; J. G. Clarke, The Wood, Clarke Press, Boston, Mass.; J. R. Demarest, Wilson H. Lee Co., New Haven, Conn.; A. W. Finlay, Geo. H. Ellis Co., Boston, Mass.; J. S. Gilchrist, Royal Worcester Corset Co., Worcester, Mass.; P. H. Gobie, The Gobie Press, Bellows Falls, Vt.; B. L. Goodwin, Boston Mailing Co., Boston, Mass.; J. G. Gosselin, Wright & Potter Co., Boston, Mass.; J. D. Hamilton, Holmes City Electro Works, Springfield; A. A. Harvey, J. B. Clarke Co., Manchester, N. H.; J. J. Horton, Livermore & Knight Co., Providence, R. I.; F. C. Hoyt, Sentinel Printing Co., Fitchburg, Mass.; F. T. Hull, University Press, Cambridge, Mass.; J. E. Innes, Hope-Innes-Folsom Co., Boston; H. L. Johnson, Graphic Arts Co., Boston; J. E. Jones, E. E. Jones Company, Providence, R. I.; E. E. Nelson, Boston Typothetae, Boston, Mass.; C. E. Peck, R. S. Peck & Co., Hartford, Conn.; W. J. Phillips, Southgate Press, Boston, Mass.; Boston, Mass.; C. B. Porter, Springfield Fire & Marine Ins. Co., Springfield; H. P. Forter, Oxford Print, Boston, Mass.; H. Praeg, President, New York Craftsmen's Club, New York; W. Reilly, Courier-Citizen Job Print, Lowell, Mass.; L. L. Rescott, Travellers Insurance Co., Hartford, Conn.; H. Roberts, Riverside Press, Cambridge, Mass.; R. Seaver, Seaver-Howland Co., Boston, Mass.; C. F. Shirley, Forbes Lithograph Manufacturing Co., Boston, Mass.; H. Stead, Rapid Service Press, Boston. Mass.; F. H. Holman, Tolman Print, Brockton, Mass.; C. E. Vautrain, American Writing Paper Co., Holyoke, Mass.; I. E. Wade, Wade Printing Co., Haverhill, Mass.; F. W. Wardwell, Wardwell Publishing Co., Portland, Me.; J. J. White, Whitmore Paper Co., Holyoke, Mass.

Insurance Along Practical Lines

Ideal System Placed in Operation by Far-Seeing Milwaukee Employing Printers' Association.

N Insurance plan that is an outgrowth of the desire on the part of employers to recognize in a substantial and practical way the fealty of their employees, has been adopted by 28 firms who are members of the Employing Printers' Association of Milwaukee. Nearly one thousand employees of printing concerns in Milwaukee will receive adequate life, health and accident insurance, at no cost to them.

The project provides for graduated policies covering death, sickness or accident, during the time that workers remain with their employers. While each firm makes its own contract, a scheme is provided whereby a worker making a new connection with any of the twenty-eight firms included in the plan may transfer his insurance to that company. Further, employees may personally take up the plan of premiums if they desire to leave the service of any of these firms.

Already the plan has been received with favor by the employees thus protected, and the firms represented in this movement have decided that this is to be but a beginning of several phases of general welfare work which they intend to inaugurate. An outline of this interesting plan was presented in a booklet which was given to each of the employees with their policy. The text of this booklet follows:

The insurance provided for our workers is arranged with the Metropolitan Life Insurance Co. in collaboration with the Employing Printers' Association of Milwaukee. A certificate or policy will be placed in the hands of each person covered as soon as preliminary information is obtained and the certificates can be issued.

The insurance is divided into two sections: (*a*) life and (*b*) health and accident.

(a) Life Insurance

For persons 18 to 23 years of age

Regardless of length of service, these are covered as follows:

From 18 to 19 years,	$ 500.
From 19 to 20 years,	600.
From 20 to 21 years,	700.
From 21 to 22 years,	800.
From 22 to 23 years,	900.
On 23rd birthday,	1,000.

Employees coming under this classification will receive an additional $100 of insurance annually for continuous service until a maximum of $2000 has been reached.

For Persons 23 Years Old and Upward

Insurance starts at $1,000, increasing $100 at the end of every full year's service after Nov. 1, 1921, until a total of $2,000 is reached. Thus the coverage is as follows:

Less than 1 year of continuous active service $1,000
1 year but less than 2 years of continuous active service.....1,100
2 years but less than 3 years of continuous active service.....1,200
3 years but less than 4 years of continuous active service.....1,300
4 years but less than 5 years of continuous active service.....1,400
5 years but less than 6 years of continuous active service.....1,500
6 years but less than 7 years of continuous active service.....1,600
7 years but less than 8 years of continuous active service.....1,700
8 years but less than 9 years of continuous active service.....1,800
9 years but less than 10 years of continuous active service.....1,900
10 or more years of continuous active service $2,000

Total Disability

In the event of total disability from any cause, making one permanently unfit for work, and prior to the age of 60, the amount of life insurance accrued becomes payable in such series of payments as may be agreed upon. If total disability results from an accident in line of duty such as is covered by the workmen's compensation law of Wisconsin, this insurance benefit would be in addition to that provided by law.

(b) Health and Accident Insurance

For any accident occuring in the line of duty there is stated compensation according to Wisconsin law, in amounts and under conditions stated in the law. These cannot be varied by any employer, and, except in case of total disability already referred to, there is no duplication between benefits required by law and benefits received under the new insurance.

For any accident not in line of duty (and thus not covered by the compensation law), and for absence by reason of sickness, on certificate of a physician—but not covering the first seven days of such absence—insurance coverage is given as follows:

Class A. Persons receiving not more than $22.50 per week—weekly benefit of $10.00.

Class B. Persons receiving $22.51 to $29.99 per week—weekly benefit of $15.00.

Class C. Persons receiving $30.00 or more per week—weekly benefit of $20.00.

Such weekly payments continue (if illness is continued) for 26 weeks.

Service of Visiting Nurse

In case of acident or illness, even of slight extent, and including the first seven days as well as other times, a visiting trained nurse supplied by the Metropolitan Life Insurance Co. will call and give advice, and, if necessary, assistance in the home, on request. Such request telephoned to the manager or foreman of the department in which you are employed, will be sufficient.

This nursing service is available to all workers in Milwaukee or immediate vicinity; but to those resident or taken ill outside of Milwaukee it applies only in places where such service is maintained by the insurance company—which includes all the larger cities and some of lesser extent. Any local office of Metropolitan Insurance Co. will give information as to local possibilities.

Health Literature

A variety of such literature, covering almost any health topic as well as assistance in care of any form of illness, is available on request. The Employing Printers' Association has already requested that booklets on various general topics be sent from time to time to all our workers, since they are such as will be very generally useful, and others desired, on special health problems, will be supplied on request. If a worker has any health-or-illness problem in his home, even in connection with members of the family other than the one insured, this literature is available, and each booklet is written by a specialist of high repute. Many of the pamphlets can be supplied in German, Polish, or other non-English language if preferred.

New Employees

New workers are not covered until three months after beginning. The purpose of this rule is to prevent expense of insuring until a newcomer has shown his willingness and ability to make himself a permanent member of our force. The abuse whereby one could work a few days, obtain a valuable policy, and then leave, is thus prevented.

On Leaving Employment

Insurance payments, continuing the policies in force, are made by this company from month to month. A person leaving our employment, and not entering that of a house subscribing to the conditions of the Welfare Division of the Employing Printers' Association of Milwaukee—explained later—has the opportunity of exchanging his insurance certificate for any current life insurance policy issued by the Metropolitan (except "term" insurance) without the requirement of a physical examination. This exchange will be made at any office of the Metropolitan Life Insurance Co. provided application is made within thirty-one days from the time of leaving our employment, after which the person becomes responsible for the expense, and this company ceases to be a party to the transaction.

Premiums for such converted policy to be made according to age and class of risk of the individual employee.

Additional Benefits

A group of printing houses composing the "Welfare Division" of the Employing Printers' Association of Milwaukee, each of whom is taking out insurance similar to our own in the same company, have arranged several features such as will apply collectively to such houses. The exchangeable benefits now in effect are outlined in the folowing paragraphs. These are available only for workers in the mechanical departments (not in office or shipping room) who are receiving not less than $25.00 a week.

Coverage During Unemployment

A worker of the class described above leaving our employ because of lay-off, discharge, or voluntary resignation, who reports to the Secretary of the Employing Printers' Association within three days after such action ready to accept employment, in another allied house, when available, will during the period of such unemployment (not exceeding three months) continue to receive the existing insurance benefits at the expense of the association. This is contingent upon promptly accepting such employment when offered to him and conscientiously performing his duties connected with such employment. An employee deemed not to be fulfilling such condition may be dropped from the benefits of insurance during unemployment by a vote of two-thirds of the members of the executive committee of the Welfare Department.

Coverage With New Employer

As the amount of life insurance increases year by year an employee would lose his time-credits if he were obliged to begin at the beginning in changing from one of these houses to another. The subscribing houses thereby agree to accept the time-ratings that will have ensued after 1921, so that in future years, services after that year in one of the subscribing houses will be credited by all of them. Thus any worker leaving us for another of these houses would save his credit for such years of service as may follow in later years.

Conclusion

The benefits provided in this insurance are wholly at our expense and are extended to our workers in the hope of fostering the spirit of mutual forbearance and good will among each other. We *care* for the safety and well-being of all our "Family" and we desire all to be fellow-workers together, whether officers or those employed.

This insurance plan has been worked out by the Employing Printers' Association with the Metropolitan Life Insurance Company and we have very gladly availed ourselves of the opportunity.

Having been accepted after the most careful deliberation, it is the firm purpose of the Company to continue it permanently in operation. But being voluntary it is not to be esteemed of the nature of a contract (except in so far as stated in the certificates themselves) and if, in any future year, it should be determined by the Company to discontinue or to alter the plan, no breach of contract can be alleged. We can promise that no such discontinuance or alteration would be made without the gravest necessity, and it is our firm expectation that no such necessity will at any time arise.

This statement is made in advance of receiving the formal contracts with the insurance company, and the latter, rather than this statement, will govern in the event that any details shall prove to be inaccurately stated herein.

The cost of this insurance for each employee averages about $25 per annum, an amount which may be considered a real investment paying dividends in strengthened loyalty on the part of employees.

Elrod Caster Held Not to Infringe

Hundreds of printers and publishers throughout America have been interested in the suit brought by the Lanston Monotype Machine Company against the Pittsburgh Type Founders Company, charging patent infringement by the Elrod lead, and slug and rule caster, now manufactured by the Ludlow Typograph Company of Chicago.

A decree was entered in the United States district court, Wilmington, Delaware, December 7, 1921, by Judge Hugh M. Morris, following the rendering of an opinion July 13, 1921, which was of a tentative character but was construed by many to be fraught with greater consequences than the facts seem to have warranted.

In the last decree, from which the Lanston Company has taken an appeal that will be heard in the near future, Judge Morris ordered "that the plaintiff (Lanston Monotype Machine Company) take nothing by its suit and that the bill of complaint herein be dismissed with costs in favor of the defendant."

In his original opinion, Judge Morris had held that, while there was no infringement as to a majority of the patent claims in suit, infringement did appear as to certain machine and process patent claims. In the final decision this is referred to as follows:

"One of the findings made in the original opinion was that a breach of continuity in the metal passing through defendant's mold occurred at each withdrawal movement.

"As defendant's mold was made wholly of metal, this finding was of course pure deduction."

After filing of the original opinion, the Elrod interests succeeded in making molds with transparent Pyrex glass windows, and an Elrod Caster was arranged with part of the cast iron mold-chamber side-walls cut away. This machine, with so-called "window molds," afforded an ocular demonstration of the behavior of the metal within the mold during operation, and the case was reopened by Judge Morris to enable such ocular demonstrations to be submitted.

These demonstrations are described as follows in Judge Morris' final opinion:

"A window was first placed in the side of the mold next to the observer. A strong light was thrown upon it. A subsequent demonstration was made with a window in each side of the mold. In the latter demonstration a light of high candle power was placed at the far side of the mold. The rays of light, other than those that might pass through the windows of the mold and breaches of continuity, if any, in the metal within the mold, were diverted from the observer by a funnel-shaped box or enclosure leading from his eyes to the window in the near side of the mold. The machine was operated under each of these conditions."

The production of these molds with Pyrex glass sides, and their assembly within the mold chamber of cast-iron in such manner as to eliminate all leaks of liquid metal, under a temperature of 550 degrees F. at one end of the mold, and ordinary atmospheric temperature at the other end, was a most interesting achievement of the engineers of the Ludlow Typograph Company. The Pyrex glass mold sides required to be ground with extraordinary precision, as to be absolute parallel and plano, to limits far closer than those ordinarily observed in optical work and lens grinding. This very delicate and exacting work was done by Mr. John W. Pearson, assistant to Professor Michelson, at the Ryerson Laboratory of the Chicago University.

After witnessing and considering the ocular demonstrations above described, Judge Morris was convinced

"that theory must give way to demonstration and that in the operation of defendant's machine there is no breach of continuity of the metal within defendant's mold during the normal operation of its machine."

Again stating that he deemed such a breach of continuity an indispensable prerequisite to infringement as to each of these claims, Judge Morris, reversing his original opinion as to these four claims originally held infringed, concluded his final decision with the following:

"Not finding such breach of continuity, I am of the opinion that claims 1 and 2 of patent No. 1,222,415 and claims 4 and 6 of patent No. 1,237, 058 are not infringed by defendant's machine and process, The bill of complaint must, therefore, be dismissed."

The publishers of this magazine desire to treat this subject with impartiality and to convey trustworthy and unprejudiced information to its many readers. In presenting the information given we believe that in full justice to the Lanston Monotype Machine Company the following statement made by John A. Ferguson, patent attorney, December 21, 1921, should appear: *"Any statement implying that the matter is finally closed is not only misleading, but unfair. You will appreciate also that excerpts from the judge's opinion may be so chosen as to give an wholly erroneous impression."*

*

Paper Firm Moves

The Parker, Thomas & Tucker Paper company, one of the oldest and largest wholesale dealers in printers' paper in Chicago, have leased about half of the eight story building at 520 South Canal street for six and a half years. They are already moving into the new quarters. The firm was located, for a number of years, at Franklin street and Lomax place. Expansion in business necessitated larger quarters.

*

Joins Challenge Force

Mark Garlick, well known to printers, especially throughout the west and southwest because of his long connection with nationally-known printers' supply firms, has associated himself with the Challenge Machinery company, Grand Haven, Mich.

Mr. Garlick's genial personality and long experience in the printer's supply cylinder press field should prove to be a valuable asset.

Creating and Selling Business Cards

By GEO. O. MCCARTHY.

A PROFITABLE line of business can be secured through creative service, and whatever success one has in getting the business depends upon the enthusiasm and work put into each prospective order.

Fig. 1, the business card for a Studebaker dealer, sold itself. I usually charge $5.00 for 500 printed in one color, or $7.50 for a card of this kind printed in two colors.

I want to give you a little of history concerning the stork cut: It was found in the bottom of a box of old cuts three years ago, and used on a lot of "stock" birth announcement cards. That transaction brought the shop about $10.00. A little later on it came into use on an order for 500 business cards for a local furniture dealer,

Fig. 1

with the wording under the cut "The First American Aviator" in six point type. This order brought $7.50. And recently I sold the Studebaker dealer 500 cards for $5.00, and changed the wording for several out-of-town auto dealers. All told the cut was responsible for $37.50 worth of business.

No business card can be classed as "printed salesmanship." It can only convey the facts as to a certain business house, and when a prospective customer calls, the salesman can do the rest. For certain lines of business, novelty impresses a firm name upon the mind better than the ordinary "neat" typographic business card. A novelty card, if it has merit, usually is preserved in a man's card case, or purse, and shown to others.

The cut is a pen-and-ink drawing and could be secured from any photo-engraver.

Fig. 2

Fig. 2 is another card sold to a firm that seldom thinks of placing an order for business cards, yet will purchase when shown a card "made for them". The illustration had a lot to do with securing the order. The cut is part of a larger cut we secured from an engraving house. Thousands of printers have it in their mat supply department. This is the second order this cut has brought in, the writer having sold an order for 500 business cards to another contractor and brick manufacturer about two years ago.

Fig. 3 is a business card for an electric service station. The toy cart was printed in orange red, type matter in black. This card is smaller, but the creative service and extra color made it impossible to sell 250 for less than $6.00, and I am of the opinion the price was a bit too low. However, I figured on selling a box of 500 for $7.50 and failed to do so, though I sold the other 250 for $6.00 to an auto dealer. I realized a profit on the transaction, by "doubling up" on the order. This cut was responsible for selling $15.00 worth of Christmas cards to a local auto dealer two years ago. It is another stock cut. It is back in its place in the cut cabinet, which means it will make more money for the shop later on.

All cuts that have proven good money-makers are placed in a regular cut drawer and used whenever I see where they will "fit in" to good advantage.

Remember this: I am not a printing salesman; that is, I cannot "solicit" printing, but I do claim that *thru* the creative service department I can promote more prospective business and sell more printing while doing so

" It has been a long time since I 'fixed' my first battery "—F. R. S.
PHONE 217
Electric Service Station
Starting-Lighting-Ignition
PIONEER BATTERY SPECIALISTS
Farm Lighting Plants Repaired
North Broadway
Hartington, Nebraska

Fig. 3

than the average printing salesman can produce. And there are thousands of printers all over the country who can produce more business if they would only begin. Service and a little pep are the factors.

In a town of 2,000 population I have sold thousands of business cards through the creative service dept., during the past four years. Some accounts have purchased as many as five orders during this period. In addition *sales* of hundreds of dollars worth of other printing have been promoted.

In selling a business card to a prospective customer about a year ago—a tailor—he pointed to an unwrapped package of 250 business cards he had just received from a competitor. My card was printed in blue and black, with his monogram in gold in the corner of the card. The other card was printed in black. He opened up the

package and held the two cards side by side, asking me what I thought of the other. I remarked, "It looks all right to me, and I suppose it is what you ordered." His helper pointed to my card and smiled! I secured an order for 500 *at four times the amount he paid for the other* 250 *cards,* and he never kicked on the price!

Now, do you suppose that order would have been secured in any other way than through creative service? Do you suppose I would have secured it by finding fault with the card a competitor printed for him?

A printer is his own designer and can use his own judgment in producing creative work. It will enable him to do better work than following whims of a customer who is not a printer,—in most cases at least.

Now, brother printer, before you say it can't be done—*go and do it!*

There are probably a hundred prospects you can recall at present, who will buy a lot of business cards, if you render creative service.

Editing for Print Shop Economy

The Importance of Making Copy Perfect Before It Goes to the Composing Room.

By J. W. M., *Editorial Staff, Department of Linotype Typography.*

AYBE there are no more of the old-fashioned printers who took vindictive delight in showing their customers that all the frightful errors in their copy had been scrupulously put into type. Maybe—but when I see the general course of copy (in publishers' rooms as well as in book and job offices), I suspect sometimes that all of us still are old-fashioned about copy, and in pretty bad old fashion, too. In matters of paragraphing, punctuation, subheading, chapter division, and practically all other details essential to correct composition and make-up, ninety per cent of our authors " pass the buck" in full caprine majesty to the editorial offices, and the average editorial office, though it may prune the animal's shaggy beard, still passes it on to the composing-room as an undoubted and unmistakable buck.

We of the editorial and writing end of the printing business do not sufficiently realize that we *are* of the printing business. "Bad copy" to us means simply dirty copy, scrawled with a hard pencil on ragged paper, and richly seasoned with orthographical and grammatical errors. We have yet to learn that beautifully typewritten stuff, quite correct in diction, is extremely bad copy if it goes through to the composing-room without explicit editorial orders for every item of typographical construction. How many printing offices recognize such copy as bad copy?

In book and job offices there is altogether too much habit of "shoveling copy" through to the composing-room. The men in the outer offices feel that if they can only get the copy off their hands, and into the hands of the compositors, the job is under way. Nine times out of ten (I would prefer to say ten times out of ten) it is all the worse for the job to get under way in that way.

Shoveled copy is one of the grave sources of loss in the book and job printing business. Even if the cost of type revisions is passed on to the customer, it is the printer's loss in the long run, for high charges do not create bonds of loving friendship. A first rule in every printshop should be that every unnecessary type-revision is a dead loss, to be classed as unjustifiable waste, no matter who apparently pays for it at the time. The printer may have to accept authors' corrections as a Heaven-sent calamity; but editorial corerctions should be considered as crimes.

Any copy that demands editorial revision after it is in type is bad copy, and no office should admit any excuse for passing it. The editor who has to "see how it looks in type" before he knows what to do with copy, is no editor at all, and should be swiftly projected to the outer limbo of pot-boiling. The time to "see" how copy will look in type is while it is in copy. The time to "fit" copy is while it can be done with a blue pencil. Corrections with a blue pencil are cheaper than corrections even with the Linotype, swift and easy though they are.

Probably no highly organized printing establishment today hesitates to correct undoubted errors of orthography or grammar in copy without delaying for formal permission from a client. But there remains a very considerable proportion of printers who, through timidity, haste, or adherence to old fashion, set such matter and send queried proof to the customer. Such a practice is, in plain words, simply a case of passing the buck, and we all know it, customer quite as well as printer. The printer may think that he can wash his hands of it because the client is responsible for copy; but he is mistaken.

In law and theory the printer is not responsible for copy furnished by a client. Technically, he is still justified in following copy out of the window. As a matter of common-sense fact, however, the book and job printer of today cannot dissociate himself from the copy which is the very basis of the work that he does. Aside from the modern principles of service and the increased sense of mutual obligation in modern business transactions, the printer's business in particular depends on the results won from his product.

He can't argue away poor results by pointing to his beautiful typography or presswork and proving that the client's own poor copy ruined the products. Printing does not begin with type. It begins with the written word. Just as surely as beautiful phraseology is disfigured by bad typography, so surely is beautiful typography disfigured by bad phraseology. Let any printer set up two equally good pieces of typography, one containing a brilliant statement and the other a banality. He will find that the latter is not worth fifty per cent of the former, viewed as a purely typographical specimen. To expend good typography on bad copy is economically unsound, even without counting the actual money waste of type revision and other efforts to make the stuff better.

Copy is the printer's first, most essential, and most precious raw material. It should be examined and handled at least as expertly as he examines and handles ink and other such raw material before he permits it to pass through his shop. An editorial department of high grade is as essential in a modern book and job establishment as it is in any other branch of the publishing or printing industry.

News of Newspaper and Printing Activities in Wisconsin

U. of W. Journalism House

Nineteen embryo scribes, co-eds at the University of Wisconsin, Madison, have established a journalism house, the only one maintained exclusively for women students in journalism in any college in the world.

The suites that make up the spacious quarters have been given names suggestive of the nature of interests dominant in their occupants, such as The Blue Cat, Mermaid Tavern, The Pied Pup, and others as quaint, while class numerals of the young women are replaced by such terms as "printer's devil" for the freshman and "cub" for the sophomore, while the juniors and seniors are known as "scoops" and "eds," respectively.

The journalism department gave its sanction to the Journalism House association, which was formed last May. Prof. W. G. Bleyer, head of the department, accepted the office of faculty adviser. Other officers are: President, Miss Pennell Crosby, Rhinelander; secretary-treasurer, Miss Portia Lugoff, Duluth, and Miss Mildred Hill, Beloit, member of the executive committee.

"Pi," a full-blooded Airedale pup, brought from Washington by Miss Anna Stoffregen, a Russian journalist, is the house pet and mascot. He shares the victories and defeats of the young women in the publishing market.

(*So "Pi" will dine upon a succulent pork chop Sunday when his masters see this story in print. Note to "Pi": Demand two pork chops.*)

A name for the house aroused much discussion. "Galley Gables," a favorite cognomen, was satirized by an unfeeling male journalist into "Gabby Gables." Other names proposed were: "The Pi House," "The Printer's Devil," "The Pepper Pot," "The Pi Plate," "Lino'bunks," and even "The Hell Box." But as each name had its firm adherents who voted against all other appellations, and, as someone said, "We'll be called the Journalism house whatever we name ourselves," the Journalism house it became.

*

New Milwaukee Plants

Since the inception of the 44-hour strike of union printers in Milwaukee, several new offices have opened for business. Charles Biehler, who for several years operated the Western Typesetting Co. with three intertypes, sold to several Milwaukee men, A. Hertting and Frank Oberst. Mr. Biehler has opened a job shop with three platens on Third street. Charles Wamser has instituted a typographic establishment, serving advertising agencies, and the Mid-West Printing Co. is a third new venture, the latter said to have the backing of Milwaukee Typographical Union.

*

Journal Has Birthday

Wednesday, November 16, the Milwaukee Journal passed its thirty-ninth birthday That the Journal has served its field well is attested by the fact it has perhaps the largest circulation in the northwest, and runs at least three issues during the week, exclusive of Sunday, with 40 pages. The Journal is one of those newspapers that will never die of stagnation, because it believes it has not reached the apex of service. New and original features are contsantly being added.

Clen 'Em Up. E. B. Thayer, editor of the Wausau (Wis.) Pilot, is quite a paragrapher. Not this: "In a Milwaukee paper we read this as: 'Wanted woman to clean Saturday morning.' What Milwaukee needs is someone to clean her Saturday nights."

*

Doesn't Believe in Kicking. The Oshkosh (Wis.) Northwestern doesn't believe in kicking the tax collector. While taxes may be burdensome, it says, and even annoying at times, they provide a reminder that being an American is worth paying for.

*

Wisconsin Bard. H. L. Hoard of The Jefferson County Union, Published at Fort Atkinson, not only writes more editorials than any other molder of opinion on the weekly press of Wisconsin, but he also outdoes them all in quotations form the classics. In his last issue he reproduced gems from Homer, Emerson, Addison, Byron, Lytton, Longfellow Shakespeare, Juvenal and Mme. de Stael.

*

News Miscellany

Enos Fisher, after 31 years' work on the Minocqua (Wis.) Times—laid aside his pen early in December and suspended publication.

*

A Milwaukee printer recently was haled before the court by his spouse, accused of keeping up a home for another woman. Shades of Gutenberg! How the printing industry has advanced, thrived and prospered. Most men nowadays find it difficult keeping up one home. But imagine a printer keeping up two domiciles!

*

Chivalrous editors throughout Wisconsin are vying with one another in paying tributes to Mrs. Adelaide King, who has retired after twenty-five years' service as the brilliant pilot of The Waupun Democrat, having leased her newspaper for a year, with an option to purchase, to the Howe brothers of Ripon, publishers of The Press of that city.

*

Billy Hume of The Chilton (Wis.) Times feels reassured concerning the salubriousness of Wonderful Wisconsin, for he observes: "With 61 breweries licensed to manufacture medicinal beer the doctors will have ample 'medicine' with which to guard the health of the Badger state."

*

George W. Dilley of the Highland (Wis.) Press is fostering a "Subscribe for Your Home Town Paper Week." He believes citizens of this town can use this national campaign to boom Highland by sending a copy of the press every week to all former residents. Quite an optimist, George is.

*

H. L. Ashworth, who began his newspaper career in Dayton, O., migrating then to Milwaukee, where he engaged in newspaper work for some fourteen years, has been appointed business manager of the Knitted Outerwear Manufacturers' association, with headquarters in Milwaukee.

*

The Wausau (Wis.) Pilot in November celebrated its fifty-sixth birthday.

Seek Better Mail Service

Better service to out-of-town subscribers of Milwauwkee newspapers is expected to result from a conference between representatives of the newspapers and the post-office department held in Milwaukee early in December. The department was represented by S. A. Cisler, St. Paul, superintendent of the Tenth division, railway mail service; H. C. Pietsch, superintendent of mails at the Milwaukee post-office, and Postmaster Frank B. Schutz.

The post-office representative suggested that newspapers be wrapped in pink paper and bear labels marked "daily," and that the address be given before the name of the addressee. A red label on sacks bearing the name of the destination in large type was suggested.

The following were appointed a committee to suggest ways in which the newspapers and the post office can co-operate: William N. Mahoney, circulation manager of The Milwaukee Sentinel; David Evans, chief clerk in the Milwaukee office of the railway mail service, and Mr. Pietsch.

The general handling of newspaper mail was discussed to effect its prompt dispatch and delivery. It was brought out that the train service in and out of Milwaukee to southwestern and western Wisconsin is woefully inadequate and that the schedules seem to be made for the benefit of Chicago, with Milwaukee treated as a secondary consideration.

*

Press Club Annual

Once-a-Year, the annual publication of the Milwaukee Press Club, made its appearance at the theatre party at the Davidson theater, December 5. A packed house greeted George Sifnet in Welcome Stranger. Once-a-Year has a unique experience, in that its contributors are located in every quarter of the globe, they being former scribes on Milwaukee papers. In persuing this unique publication, it is notable the number of well known personages who claim Milwaukee as the city of their nativity.

"Old Timers Among Newspapermen Who Gained Fame in Early Days," was a most interesting writeup of scribes of former days. Harry Larkin, Bard of the Press Club, demonstrated his versatility with the pen by "hitting off" a rattling good short story and much poetry. Once-a-Year was replete with good writeups and the popularity of the Press Club in Milwaukee was splendidly attested by the fine array of advertising carried. The book took up 106 pages, 12x15 inches in size. It was splendidly printed and well handled.

*

The first English language daily to be owned and edited by Chinese, The Peking Express, made its initial appearance in Peking, China, early in November. The newspaper was planned primarily for Chinese students and started with a paid circulation larger than any other English language daily there.

*

Ervin E. Kinkel, editor of the Lomira (Wis.) Review, has been appointed a deputy revenue collector. He is also secretary of the Dodge county Republican committee.

A JOURNAL FOR PRINTING AND ALLIED TRADES

THE NATIONAL PRINTER-JOURNALIST

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MILWAUKEE, WISCONSIN, JANUARY, 1922.

The Apex of Service

There have been instances—more than we like to think about—where some good newspaper, apparently having reached the zenith of its existence, began to retrograde, and then in rapid manner seemed to lose its punch.

We know of many newspapers, too, that from day to day impress us as having gone the limit as regards progressive, modern newspaper work—only to amaze us the more from time to time by injecting still further ideas and making still greater progress.

The difference between the two citations is wholly a matter of conduct, or vision, if you please.

On the one hand, service deteriorates because when the apex seemed to have been reached, the progenitors sat back and with a smug complacence imagined they had the "old sheet" where it didn't need much attention now, because it has "reached the apex of service."

The other refused to recognize that the "apex of service" ever can be reached, and keeps instilling fresh pep and new ideas, because the fact is ever potent that a newspaper's one hope of holding its position or advancing is to be ever alert, ever mindful of its one big privilege, and that is to serve the public.

To the farseeing publisher, no newspaper ever reaches the apex of service. Its mission is one of service always, The time has passed when a newspaper can wrap itself up in past laurels and keep any substantial hold on public opprobrium. It's a never-ending game of digging ever more diligently, ever deeper, for ideas and features to make the paper highly representative of American life; to bring into the home wholesome, informative, entertaining reading, and to present it in such manner as best suits the constantly developing and broadening American mind and genius.

To be striving constantly to reach the apex, is enervating, but to strive from day to day to make the paper better, and keep hammering away on this thought, will be potentially a greater factor in the success of any newspaper.

E. G. M.

Observation — Absorption

National education week closed December 10. How far inculcation of the idea "to get an education" sunk into our youngsters, and how deep the importance of it was driven by teachers generally is a matter of conjecture. How much education has benefitted those of us who are a part of the busy industry of today, is what concerns us.

"Education" is taken from two Latin words, and means "to lead out." That's the meat of the argument as to how much education really benefits the average individual. In a test recently made by one of the largest composing rooms in the country, conducted among men between the ages of 20 and 30, who were studying printing, it was found that few had really benefitted by the education they gained in early life, though all of these men were of the average degree of intelligence, and all of them had gone through one or more years of high school. Upon investigation it was discovered that it was not a lack of education. Rather, it was lack of observation—of absorption. These men, who daily read newspapers and books, when given a piece of copy, failed woefully in following any correct style, in punctuation, spelling, and in grammar where occasion required proper construction on the author's ideas. They were as children just starting to school—had to be "learned" all over.

In a lecture given by Charles Dana, some years ago, this dean of newspaper men said the most important thing to teach human beings is "to see" accurately. To look at a thing and "know" what you "see," to listen and understand what you "hear," to "read" and know what you "read." That's the beginning of education. Then to know how to "describe," imparting to others what you see, hear, and read. That's *using* education. Dana was interested chiefly in education for newspaper purposes. For their needs he enumerated three things—to *see* and *understand,* ability to *tell* about it, and ability to *find information wanted.*

It is a lamentable fact in our young men entering the industry today that they manifest so little intelligence. Given a piece of copy without punctuation marks of any kind, no capitalization, no idea of where new paragraphs begin, how many of them would put it in type anywhere near correct? One well known printer was recently heard to remark that, so far as eductation having benefited any of the young men he had experience with, he was more successful with the lad who had little or no education—because he could use kindergarten methods, because the ideal education is shown in the kindergarten, where the children are taught to *see* and *know* what they *see,* and to *hear* and *know* what they hear.

Each of us is in about the same boat. Education is never ending. There is always something new. Yet we

go through life oblivious of what goes on about us. Many marvel at times at the wonderful versatility of certain people. They can converse intelligently upon any subject. Yet their education is no different than ours. They simply *observed* and *absorbed*. And if we observe and absorb what we see of the worth-while things in life, we can take our place among the best educated. E. G. M.

Keeping Young

In celebrating his seventy-seventh birthday anniversary, in the middle of December, one of our most successful captains of industry flashed this message to his company's 10,000 employes in all parts of the world:

> *"Keep young by associating with young things. The newspapers are the youngest—born every day."*

The sender of this message graduated from college 55 years ago. He is John H. Patterson, chairman of the board of directors of the National Cash Register Company. He still actively directs the policies of the company, which was founded over half a century ago.

Here's good advice from a good source. Sound advice because it comes from a known successful man. "The newspapers are the youngest—born every day—keep young by associating with young things." And what a world of wisdom is wrapped up in the quotation! There is at once, in the newspapers we read every day, information, inspiration, advice, education, knowledge,—everything that makes for civilization. And everyone, no matter what his position or avocation in life, reads newspapers.

How far does the reading of newspapers, in our daily lives, go toward building a sounder structure for our success? Each can answer that question only for himself. Seeing and not profiting by what one is reading certainly will never inure to one's benefit. But where there is an earnest desire to gain new knowledge, to grow into bigger and more useful things, to secure valuable information, and to make that information and knowledge useful, there is a never-ending fund of good things for the diligent, enthusiastic seeker. E. G. M.

Stick, Brother, Stick!

Developments in the printing industry since a general "girding of the loins" of business pointed to a condition that must be corrected—*we are headed towards a bankruptcy of backbone—a cowardly fear of our customers, a lack of confidence in each other and our ability as business men that is as unworthy* as it is suicidal to the printing industry.

"We are stumbling headlong back to prewar conditions, when the knowledge we have gained since that time should have demonstrated that better conditions and fair prices above cost of production can be had for the asking, if we've only got the guts to stand together, and work together for the living prices.

"During the past few years our salesmen degenerated into order takers in many instances—it was not a question of prices, but can you get the job out. But those times are past. We are facing a new condition, and one in which, *because of fear,* we are degenerating into a panic of competition of low prices, when everything we buy, with the exception of paper stock, costs as much as it did a year ago.

"Just get this thought into your system—take it home with you, and after supper think it over and over— *price cutting will not create more business, but cutting of excessive costs may create more profit.*

"The buyer of printing or anything else is entitled to buy at the best price he can secure, but this fact does not entail on the printer the obligation to sell his product without a profit.

"And there is a deadline between low prices and profit that cannot be crossed without business disaster. You can't get something out of nothing. You can't run a business without a profit, and every job sold at cost or less is an added burden on the other work, and becomes a liability against you.

"We must get out of the quicksands and put our feet again on solid ground. *We must have an accurate knowledge of our costs of production. We must have confidence in ourselves, our plants and our business associates. We must get out and sell our output at prices that will yield a fair margin above cost,* and we must again become business men, and not cowardly cut-throat competitors of our fellow printers, who are striving to build up a fair market for our industry."

You've read it? Now—r e f l e c t. Read it again.

What is your answer? What are you going to *do?* Your answer *will* have its effect.

The Era of Mergers

It was thought during the war that numerous newspaper mergers were brought about mostly because of pressure of economy. That was one reason. Yet mergers are continuing intermittently since the war. Materials are plentiful now. Labor is plentiful. The economy factor as regards conservation of materials and labor is over. But the combination germ is getting a stronger hold on business—all industries are alike in this respect. Those who are today strong find those who are weak willing to sell their property—and their power—on attractive terms. The merger bacilli has struck banking, metal industry, tobacco industry, railway car building, chemical industry, newspaper and printing industry, and a host of other industries. It is a case of "unto him that hath——." Evidently a new race of industrial giants is in the making. Yet it cannot be denied that the crux and real reason of the numerous mergers is due to refusal on the part of the buying public to support more than one concern where more than one is engaged in the same industry. This is particularly true of the newspaper industry. The merchant sees waste circulation when he is importuned to advertise in more than one newspaper in the same city. The reader is not interested in party politics, so he gets all the news he wants from one newspaper. He won't buy two, because he has need for only one. And there you are. So mergers will continue. And the individual who has the bug of starting a "new" paper nowadays will find out that the allotted two years in which he is supposed to support the paper out of pocket has lengthened out interminably, and his fight to place it on a paying basis will stretch out very, very much longer.

Interesting comment relative to the growth and development of the wood pulp industry in the southern field is contained in a recent report of the U. S. government forest service, which states that eleven mills in the south during 1920 produced 144,604 tons of pulp, valued at $14,053,540. The development of the industry from 1916 to 1920 has been remarkable, the report states, production in 1916 amounting to only 87,339 tons, worth $3,407,333.

THE FOREMAN'S FORUM

This department is conducted for the benefit of foremen and superintendents. Executives and those aspiring to executive positions are invited to use it freely to discuss any and every phase of printing plant operation. Ideas and suggestions on new ways of doing things are especially sought. Address all communications to the editor, Montgomery building, Milwaukee, Wisconsin.

Rotogravure on Newsprint

An Ohio correspondent is seeking information that will enable him to secure better, or, as he describes it, more graphic effects from illustrations in newspaper work. He asks if there is not some process that will bring photographs up stronger and clearer than is now the case with the zinc etching and half-tone process.

Probably no other department of metropolitan newspaper making has recruited so much genius as that of more effective illustrations. Enormous sums have been spent in research and experiments in an effort to bring out clearer the details of photographs which grace the news columns. By various processes of deeper etching, finer or coarser screens, underlaying the plates before making the stereotype matrix, etc., results have been improved; yet all these processes have fallen short of the desired result.

Experiments recently conducted by a New York paper, however, have produced fairly satisfactory illustrations, though the process cannot be said to come within the bounds of immediate success, because of the time element. The experiment in question involved the printing of a fashion sheet, in colors, on print paper. Wealth of detail, depth of color and excellent light and shadow effects were secured with green ink. The process combines elements of halftone, rotogravure and lithographic printing. The subject is photographed on a thin zinc sheet, which is given a light intaglio etch. The printing surface is thus below the level of the plate. The thin zinc sheet readily bends to fit the curve of the press cylinder, and is printed against a rubber blanket which in turn prints it, or offsets it, on the paper web. No makeready is required. Forty-five minutes is the time consumed for the complete process. It is said a company has been formed to place the process on the market.

In recent years, especially since the intaglio, or what is more generally known as the rotogravure process, has been popularized in the United States, newspapers everywhere are striving to attain the results brought out on the rotogravures. In fact the intaglio has become so important a factor in offset printing that there are many among the knowing ones who predict the lithographic process (speaking now of stone work) is passing out and will be entirely supplanted within five years by the zinc offset and roto process.

Schools for the Study of Printing

Perhaps no period in the history of the graphic arts has experienced so widespread interest as is manifested in schools which feature a course in printing. The reasons are not far to seek. Since within the past ten years the printing industry is coming into its own as an art more than it ever was a "trade", ambitious young men see in it greater promise than in many of the professions. Indeed, viewed from every angle, printing has advanced from the "trade" class and may be said to have taken its place among the professions. Since the almost complete rehabilitation of the industry, slipshod methods have been cast aside. The nobler traits of the business have come to the surface, and as a result a fine type of manhood is coming to recognize printing as most elevating profession.

Nor is the United States one whit behind in recognizing this fact. Splendid institutions of learning are spending more time and effort, and real money, than ever before, in providing not only a course of study in printing, but the necessary equipment as well. Some really high class institutions are now available. That they are successful is demonstrated by the large classes they enroll, and the number of good printers they are turning out.

Associations of master printers and publishers, too, are recognizing the value of the school for teaching printing, by lending their support, both financial and moral, in fostering the furtherance of technical education. There is nothing niggardly, or selfish, about this support. It is recognized as an economic necessity as well as to provide for the rapid development of the graphic arts industry both in volume of business done and advancement to a more highly skilled plane.

No one who is vitally interested in still further elevating the business should miss the opportunity, if it is afforded, to lend enthusiastic support to the recognized schools for teaching printing, or operation of composing machines, as well as to urge likely young men to enter a business that promises remuneration and interesting employment as good or better than many of the professions.

Acquiring Speed on Composing Machines

Queries quite frequently drift in wherein the writer desires information about the best method of increasing speed on composing machines. It is an interesting fact that the person who is interested enough in a subject to ask questions, most always develops unusual ability in the thing he, or she, undertakes. Therefore we are always pleased to answer questions. Replies will always be as consistent and reliable as the information at hand warrants.

Acquiring speed in the manipulation of a composing machine keyboard is, of course, the most essential of the successful operator. As like begets like, so speed can only be acquired by practise—diligent, earnest, enthusiastic

practise. Nothing worth while is acquired without sacrifice being made. One cannot become a good musician without practice. By the same token, one cannot be an expert composing machine operator without practice. The fundamentals and the foundation of rapid keyboard manipulation are a thorough knowledge of the location of the keys. The ambitious will study the arrangement of the keys and become familiar with them in rows across the board and in rows up and down. When the arrangement is well known, the next step is manipulating the keys without glancing at them, rather keeping the eyes on the copy, or the assembler (if a slug-casting machine), and the indicator, (if a monotype keyboard). Various keyboards for practice work have been exploited, but unless one gets the proper touch actually present on the machine itself, much of the good of practice goes for naught. Composing machine manufacturers are co-operating with ambitious learners by providing literature and several of them manufacture fac-simile keyboards that have the same action as the regular machine keyboards. Aside from the actual practice work, psychology enters largely as a factor in becoming a successful composing machine operator. The *desire* to learn, the *enthusiasm,* and the actual manifestation of both, play their important part. No one should enter upon a period of learning unless there is the keen desire and the spirit of self-sacrifice.

Featuring Livestock Catalogs

By W. A. FREEHOFF.

MANY small printers, particularly those in country towns, hesitate to install a composing machine because they believe the business in sight will not justify the heavy outlay required.

In the printing business, as in every other, a man must decide early whether he will be a "comer" or merely plod along the beaten path which, while it may yield a scanty living, keeps a man forever in the rut.

The development of the pure bred livestock business in the past twenty years has enabled many wide awake printers to build up a business which has proved highly profitable and satisfactory.

Pedigreed livestock, to be sold to advantage, must be advertised. Breeders make extensive use of pedigree sheets, descriptive booklets, and folders, while public sales require a special type of pedigree catalog.

Breeders are inclined to be particular about such catalogs and printing, and the printer who can supply this demand in his own county at reasonable rates, is assured a fair profit and a goodly run of business.

Such business will not come of its own accord. It must be advertised for, and very often solicited industriously. The one-man printing establishment, whose equipment is built around the public auction poster and the small "card," is not in a position to handle this type of printing. A stock sale catalog or booklet ranges in size from eight to several hundred pages, and requires adequate equipment, in fact speed, more than anything else, is the prime requisite in livestock printing. Farmers seldom schedule a sale very long in advance, and usually delay the printing until the last minute. Then it is "step on the gas" or turn down the job.

The manager of the Enterprise Printing Company, Oconomowoc, Wisconsin, told me of an experience he had which emphasized to him the hazy notions many printers have in regard to this livestock work.

"One week when I was rather rushed with catalogs, I received an order for a book which must have run in the neighborhood of 40 pages, as I now remember it. Practically all of the pages consisted of pedigree charts, a type of composition not many printers are familiar with.

"I called up a Milwaukee printer and asked him to take the job off my hands. He told me that he could deliver the book in two weeks. I decided to do the work myself, and mailed him a completed catalog within forty eight hours. And I really have only a one horse plant at that."

The Enterprise is a striking example of what a specialty printer may do. Mr. Palmer, the manager, realized that he was located in one of the greatest dairy sections in the Union, and that the printer who could "deliver" in pedigree work was assured a steady run of business.

He contracted with a pedigree compiling company, offering a rate per page guaranteed against change for a year. So well did he organize his plant that with only three or four composing he averaged better than one large catalog a day during the busy public sale season.

Other printers who tried to meet his rates declared that Palmer was living off his equipment, but he has been in the business for several years and learned how to save every step of the way. That's why he has made good money, A new idea and keeping his composing machines busy spelled success for Palmer.

One of the first printers to appreciate the value of livestock printing was the Gaumer Publishing Company, of Urbana, Ohio. If memory serves me right they began about 10 years ago, and were able to print and deliver catalogs the tenth year at almost the same price that they charged in the beginning, in spite of great increases in labor, etc.

The Livestock Printing Company, of La Grange, Illinois, is a conspicuous example of a pair of hustlers who did a tremendous amount of swine and dairy cattle catalogs with but one composing machine. A second machine has recently been installed, but the livestock people get twice the production from their machine as compared to competing printers.

The livestock business has been highly standardized by the specialists. Sizes of books usually used are 6x9 and 7x10, and the average run is 500 copies. After a printer has delivered a number of these books he "gets the hang" of that particular kind of printing, and catalogs are turned out very much as machine parts are turned out in a factory. No attempt is made to achieve individuality.

The printer who desires to do better work than the average artisan, and lend personality and skill to his work, can charge a little more and get it, but he puts out a distinctive job. The more successful livestock breeders understand advertising better than they used to, and are spending more money in catalogs of "personality". When males sell from $1,000 to $100,000 each, the businesslike breeder is not afraid to use printers' ink copiously.

Aside from the catalogs and the folders, which are the bread and butter jobs, stationery, single pedigree sheets, calendars, and odds and ends of similar nature are the cream of the business. Here, again, quality work at special prices will prove more profitable than the standard jobs put out by the one men shops at cut rates.

NEWSPAPER CRITICISMS

Editorials and the Smaller Cities

Publishers and editors may send their papers to the editor or write him for any information they desire regarding the mechanics or editorial work in connection with newspaper making—A cheerful, helpful reply will be forthcoming.

NOTABLE figures in our national life are by no means the scions of the larger cities. More often than not they are denizens of our smaller communities. Signifying what? That no matter how remote one's path from the "big noise," or how small the field of their endeavors, if that person has merit, his light will shine. You, reader, who is perusing this department, and perhaps betimes thinking of the start-off of this introductory, can call to mind men you know, who emanated to distinction from communities very small, to positions of trust, power, and influence, whose opinions were eagerly sought, and who made their mark not because they came from a small town or village, not because their field was restricted, but because they possessed the larger vision. They set their level on a high pinnacle, and then started to climb—rising gradually on the ladder of enthusiasm, kindliness, helpfulness, broadmindedness, cheerfulness, and service.

You'll say the writer is rather verbose. Most big, successful men rose because of pull, or other advantageous circumstances. All right, but investigate their careers. Talk to them. They'll tell you that they worked to get there. That it was "digging in" all the time that brought home the bacon. But that with every difficult task that confronted them came the vision of the pleasure and satisfaction derived of success. And they went at it with a new enthusiasm, and won. Yet in the winning they did not falter and commit themselves to a smug security of their position. They kept on climbing, because they realized that to "arrive" and stand still, admitting life's battles are won, is the danger time in a man's life. So they went on enthusiastically to new laurels.

This, then, brings out the meat of this introduction. The editorial page is the one place in the average newspaper that does more for the publisher, for the community as a residential haven, and for the merchandising and industrial activities of any town than any other agent—if it is used. And that doesn't mean just filling its columns. It implies injecting the kind of reading matter that will be read and eagerly looked for from issue to issue. What's to be written about in the small town? Everything—except loquacious comments about the national news. How would an editor best serve his community in an editorial way? It's easy. The advertiser—the successful one—of today makes a merchandising analysis before he launches his campaign. He delves into every possible corner that may give him information for his campaign. His possible outlet, buying propensities of different localities (if he expects to advertise nationally); assures himself of the goodness of his product; satisfies himself that his manufacturing facilities are adequate to meet an enlarged demand; assures himself his sales staff is ready to cash in on the publicity; and follow it through. Then he goes ahead—and wins.

So with the editorial and the small town. Find out the makeup of your population and then write to please that population. Folks in the smaller cities are for the larger part churchgoers. Their daily lives are lived more in quietude and home interest than is the case with the denizen of the larger centers. Their minds are the more receptive for human interest, local, church and community editorials. They don't care a hang about what the editor thinks of congress, or what England thinks about disarmament. They get all that in the city papers they subscribe for. They want home-town stuff—and if properly dished out, "eat it alive," and yet masticate it so thoroughly that it builds for them, for the community, and for the paper that is broadminded and wise enough to give them what they want.

You who have never thought an editorial page worthwhile, furbish up your thinkers and put some real honest-to-goodness reading matter under your masthead. Shake yourself of your lethargy and pessimism and spring some enthusiasm for a change. Put on a smile and keep it there, and by the shades of the best editors that ever lived you'll like the smiles your readers will shower upon you and the comments they make of your thinking and writing qualities. You weren't meant to wear a false face of sour-liver hue. You were meant to be happy and cheerful—so why not run true to form—especially when it pays such big dividends? Fill your editorial columns full of a new enthusiasm, but don't stop there. Keep on and on. It's a great game. You'll like it. E. G. M.

Harvard (Ill.) *Herald*—Ideal newspaper making—that epitomizes the general analysis of the Herald. It is a pleasure, and an inspiration as well, to glimpse over so creditable a publication. One of the most notable features is the splendid presswork. The paper used is several shades better than the best print, having a finish that shows illustrations to very good advantage and makes for pleasurable reading.

Edna (Mo.) *Sentinel*—Editor Schofield believes in indefatigable publicity of his wares. In each letter he sends out he includes an attractive 4-page pamphlet "blowing the Sentinel's horn," in which he tells of the good things to be found in the Sentinel, and some facts regarding its publication. On the first page of the miniature, is a reproduction of a first page of the Sentinel, showing an attractive makeup.

Elgin (Ill.) *News*—It is doubtful if there is another city the size of Elgin that supports so meritorious a paper as the News. From every angle of newspaper making the News can give many big city brother publisher "cards and spades" and keep in the lead. The holiday business during December was tremendous, yet it was carried without a flurry, and the typographical treatment of the vast amount of display advertising was most creditable.

Estherville (Ia.) *Enterprise*—A good paper in a good community. Chock full of local news and all well handled. Ad treatment universally good.

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Claremont (Fla.) *Press*—Very unique first page treatment. Suggest date line on first page and editorial page carrying city and state. Worth-while editorial page with a real message. Doubt if "County Seat History from Pioneer Days to date," treated in color, justifies extra expense, even though run at some time as black.

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Quarryville (Pa.) *Sun*—Mighty fine paper and splendidly handled all the way thru. Adding one point to news matter, will open it up to better advantage than when solid. Perhaps stronger head treatment on first page would not be amiss.

*

Wessington Springs (S. D.) *Republican*—Good stuff all the way through. One of the best papers coming to our desk. Perhaps a more generous use of display in heads on first page would interest you as well as please the readers. Less use of plain black borders on ads and injection of two or more borders in combination, whose lines are in harmony with the heavy lines of the type used, and more white margin inside borders, suggested as improvements in ad typography.

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Minonk (Ill.) *News-Dispatch*—It's the good we hear of ourselves that makes us happy. It is not at all hard to find something good to say about the News-Dispatch. It's all to the good. A very fine newspaper, well written, splendidly made up. It's one of the best in the west. Breaking up the country correspondence into more readable style, such as using a three or four-deck head at the beginning, and running the larger and more important items first, with a subhead relating to its particular news, with the coming and going and visiting of the populace at the end, makes this material more useful in makeup.

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Belleville (Kan.) *Telescope*—Eliminating some of cutoff rules below head will prove to be a good change. First page makeup splendid, though rather dull and uninteresting below center fold because of lack of larger heads and makeup features such as panels or two-column heads. Setting your 8 point on 9 point slug will be distinct advance toward easy reading and "eye pleasability." "Go to Church and Trade at Home" page a good move. It combines the most interesting part of small town life—because everybody goes to church—with local pride, and should bear good fruit. Keep it up. Ad treatment better than ordinary.

*

Devil's Lake (N. D.) *Journal*—A feature of a recent issue of the Journal was a 4-page ad for one of the local merchants that was a gem for typographical treatment. In all likelihood Editor Mann's genius is behind both securing the business and then playing it up to good advantage. Incidentally, Mr. Mann is a keen association enthusiast. His knowledge of newspaper making and advertising stamp him as an authority. He is good timber, and willing, too, for a speaker on one of the above topics at a state press association meeting.

Quakertown (Pa.) *Free Press*—"Farm Agent's Corner" is a unique department, in which some county of most any state in the union is given a writeup by a special correspondent. The methods in use, kind of soil, whether agrarian or better adapted to cattle raising—all are touched upon. It's a corking good piece of newspaper work, brother. Suggest on want ad and legal notice page display ads be run in outside columns at right, classified ads next, and legal notices toward the news. This will brighten up the page and tend to make it more pleasing to the reader.

*

Watertown (Conn.) *News*—One of the disadvantages of "patent" insides is that unless the home printed section of a newspaper is made up accordingly, the latter is bound to suffer in comparison. Ready-prints usually set 8 point on a 9 point slug. By comparing ads having borders with those on which no borders are used, one readily appreciates the advantage or border treatment. Ornament, unless it is particularly applicable to the subject matter of the ad, should not be used. A combination of two or more borders that blend harmoniously will enhance the appearance of the ads, if the type used blends accordingly.

*

Desloge (Mo.) *Sun*—Larger heads, cap and lower case, of three and four bank, on first page, will enhance reader pleasability. Putting 10 point century on 11 point slug will add to the improvement. Suggest eliminating dashes after single line heads. The Desloge Sun head rather heavy and uninteresting. Same letter interspaced would be improvement if new head is inadvisable. Typography of ads generally good, but suggest more interesting border treatment. General suggestion with regard to ads would be to confine type to not more than two styles of face, with their complement of light and bold face in both the roman and italic.

*

Ravena (N. Y.) *News Herald*—First page makeup fair, and with little more ink and sharper impression would be quite creditable. Ad composition involves too many faces of type to make it pleasing or inviting to the reader. Excessive use of unrelated ornament does not coincide with good typography. Plain, simple setup, using two, or possibly three, series of type faces, to the exclusion of all others, and elimination of ornament, will enhance appearance of ad columns. Bunching illustrated news all on one page could be corrected and effect a material change for the better. Setting 8 point on a 9 point slug would afford more material and permit elimination of much plate matter.

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De Kalb (Ill.) *Independent*—Symmetry of display heads unbalanced because of varying number of letters used. Dash after two line heads detract rather than add to pleasability. Where plate matter is used on first page suggest heads be sawed off and new heads added to conform to general local style. Makeup generally good. When local merchants are sold the truth that "preferred position" is not so essential as good copy, and the printer adds his merchandising powers by injecting good typography into that advertising, then publishers generally can make up their papers in true reader-interest fashion.

Suburban Newspapers—One of the most unique enterprises in newspaperdom is the Pioneer Publishing company of Oak Park and Austin, suburbs of Chicago. Their two weekly suburban papers, Oak Leaves and The Austinite, are issued in magazine form, size 8x12. The two publications are handled in high class manner throughout. The Christmas number of the Austinite comprised 128 pages and cover, and Oak Leaves jumped to a total of 192 pages and cover. Perhaps no publications coming within the scope of newspapers ever attained the high typographical art achieved by these two papers. The treatment universally bordered on the best of magazine typography. That genius is directing things within the Pioneer Publishing Company, both in the business and editorial departments, and is "more than there" in the mechanical department, is self-evident by a glance at either of these splendid publicaions.

Journalism and Advertising Teachers Meet

Several hundred college teachers of journalism and advertising and editors of college news bulletins met at the University of Wisconsin, December 28, 29, and 30 for the annual convention of the four national organizations, the American Association of Teachers of Journalism, the Association of American Schools and Departments of Journalism, the American Association of College News Bureaus, and the central division of the National Association of Teachers of Advertising.

The oldest of these organizations, the Association of Teachers of Journalism, celebrated its tenth anniversary at the meeting. The organization has met annually since its establishment, except for two years during the war.

The Association of American Schools and Department of Journalism consists of the ten oldest schools of journalism organized with a complete curriculum. The members are the state universities of Missouri, Kansas, Wisconsin, Washington, Montana, Texas, Ohio, Indiana, Oregon and Columbia University.

The program of the meetings consisted of a series of round-table discussions of the methods of teaching news gathering and news writing, copy-reading and makeup, editorial writing, the writing of special articles, the history and principles of journalism, agricultural journalism, the country weekly newspaper and the community newspaper, the mechanical aspects of advertising, research in advertising, the relation of teachers of advertising to advertising interests, national advertising media.

Among the speakers at the meetings was Charles H. Macintosh, president of the Associated Advertising Clubs of the World; Walter A. Washburne, city editor of the Chicago Evening Post, and Baker Brownell, editorial writer on the Chicago Daily News.

Colorado Editor Protests

F. Coss, editor of the Walsenberg (Colo.) Independent, has protested to Governor Oliver Shoup against the methods employed by the Colorado rangers in enforcing martial law in the Walsenberg district. Mr. Coss said military authorities have ordered him to print a single copy of each edition for censorship.

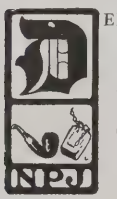
He said that rangers entered his office and called him abusive names.

Intimacies of Printers' Type Metals

Care and Treatment the Big Factors in Maintaining an Economic Standard.

By L. D. STAPLIN.

Mr. Staplin, with some 22 years' experience as a metallurgist and metal merchant, invests the vast fund of knowledge he has gleaned from his close connection with the production of printers' metals in a series of articles that will be the most complete and comprehensive ever published by any printers' trade journal. The accompanying article is the first installment. In order to better serve a constantly widening field of patronage, Mr. Staplin several months ago gave up all his business activities to devote all his time to the production of Wilkes type metals.—*Editor.*



EEP, dark mysteries have shrouded printers' type metals almost from the time composing machines and rotary presses came into common use. What user of printers' metals has not had "his" experience with the alloys he uses, and wondered why metals "cut up so" under certain conditions.

There is no secret about type metals. But there is to be learned a profound lesson regarding their selection, use and care. No one who is interested in producing good work, whether he is a user of type metals or not, should miss the informative and instructive data to be gained from a close study of the intimacies of type metals, their formulae, etc. The entire field of type metals, from the virgin materials to the ingot stage for use, selecting, remelting, refining, testing and analyzing, will be covered in these series of articles.

Linotype, monotype, stereotype and electrotype metals are alloys of lead, tin and antimony. The finest working type metal is that alloy of correct formula which most closely approaches a complete state of 100% chemical purity. The closer the alloy approaches chemical purity, the better it works for the user. It is not commercially possible or practical to produce a metal which is 100% pure, In this direction, it may be stated safely, that 99.90 is about the highest standard of purity that can be definitely maintained in the commercial production of type metals.

The impurities in type metals which cause the user most trouble are arsenic, copper, iron and zinc. In a later article there will appear a complete technical and practical treatise upon these impurities and their characteristics as well as a description of their troubles nd the ways to locate them. Suffice it for the present, therefor, to state that when buying type metals it follows the user should specify the percentages of the total amount of these combined impurities which he will accept in the metal that he is paying for and refuse it, if it contains more than a total of one- tenth of 1%, for the reason that if it carries a higher content of impurity than that, it will not be up to the finest standard in service results. One can, by exercising care, buy metal of that standard at practically no higher price than he would pay for the inferior product.

There are certain formulae for the production of these alloys which seem to make metals which give the trade the very finest kind of service and results. It is a common belief among those who are on the outside that these formulae are secret. Fact is they are not, since modern chemistry can easily analyze each and all of them and when this kind of work is done upon the same sample by two chemists who follow the same methods and are strictly accurate, their determinaions will not vary more than a total of 1/10th of 1%.

If a metal manufacturer has his patron's interests in mind, he will regularly serve them with metals at prices so close to the market cost of the ingredients that no consumer could afford to buy the raw materials and mix them himself. Therefore it follows that there is nothing for the modern metal maker to gain by withholding these formulae, and I am favorable to the public knowing what their alloys should contain as that knowledge can do the type metal industry no practical harm. It will, on the other hand, be helpful to its patrons.

Percentage of Ingredients

Linotype, intertype, linograph, ludlow and elrod metals should contain 83.90 lead, 12.125 antimony, 3.875 tin, .048 arsenic, .049 copper, .0015 iron and .0015 zinc. These same standards as to the impurities, which are arsenic, copper, iron and zinc, should apply to all type metals.

Standard monotype metal should contain lead 76.40, antimony 16.50 and tin 7.00.

Government hard monotype metal should contain lead 71.00, antimony 19.40 and tin 9.50.

Combination linotype and stereotype metal should contain lead 83.75, antimony 12.00 and tin 4.15.

Newspaper stereotype metal should contain Lead 80.90, antimony 13.50 and tin 5.50.

Regular electrotype metal should contain lead 94.90, antimony 3.00 and tin 2.00.

Electrotype metal for curved plates should contain lead 94.90, antimony 2.50 and tin 2.50.

Leading dailies of the larger cities quote the metal markets in their market columns. The reader will find in those metal markets the current costs of lead, tin and antimony. With the above formulae, he can easily compute what the figured cost of the ingredients would be in the alloy he is buying and he should not pay more than that cost plus $2.00, plus freight, per 100 lbs. for metals, since he can get them of the very finest merit and quality elsewhere if not from his present source of supply.

Policy in buying should not be to buy these goods so cheap that the maker will be tempted to skimp. Such a policy toward type metal buying would soon prove ruinous to the consumer because type metals constitute one of those lines of business wherein the production of satisfactory material depends as much upon the maker's careful workmanship as materials used, and good workmanship should always be encouraged. He should, therefor, compute the alloy's cost which he is in the market for, add to it the necessary freight and profit of 2c per pound gross and then compare the answer with the quotation. He can then easily tell whether or not he is paying too

much or tempted to buy an article which is offered at a price so low that while it is attractive, investigation proves it impossible to deliver when made the correct necessary standard of purity.

The user, therefore, should buy where he can get metals of guaranteed and definitely specified chemical purity and obtain these essentials in conjunction with the proper formulae at a fair cost. In his requisitions, he should specify not only the formula wanted but also the limit of arsenic, copper, zinc and iron which he will permit the delivered product to contain and accept or reject the delivery upon that basis. He should also occasionally have his deliveries checked for arsenic and copper by a recognized chemist, as that will provide him with inexpensive insurance. And he should not consider his chemist's charges as expense. They are just as essential to him as fire insurance and pay a definite return in his operating departments.

Country Newspaper Advertising Best for National Advertiser

By GEO. O. MCCARTHY

SOME time ago I overheard an editor and a country merchant discuss the merits of advertising. The merchant claimed it was unnecessary for him to advertise the standard brands of goods he sold, as the manufacturer did it for him in farm journals, magazines and direct advertising that was sent the local merchant to hand out after listening to their argument, I decided on a plan of finding out the value of country newspaper advertising.

As I'm about the only one in the office on Saturday evenings I have a great many callers, most of whom are farmers who have missed their paper for the week, and called for their copy. It happens that the exchange table is near my desk, and it is usually crowded with daily newspapers, farm journals and magazines, as well as weekly newspapers.

The Saturday after I heard the above argument in walked one of my usual callers, a prosperous farmer who lives about five miles from town.

"What's the matter? I didn't get my paper this week."

We explained in the usual way how mistakes often happen.

"Here's a bunch of daily newspapers, magazines and farm journals. Would you care for a bundle of them to take home with you to read tomorrow?"

"Nope, much obliged; we have so many of the farm papers sent to us *free* that we get tired of seeing them, and I never read the magazines at all, but we get the Daily Drovers Journal, and with the home paper, that is about all we read, as the daily gives us the market news and other outside happenings, while the 'old standby' furnishes us with the home news."

And so he did not care for any of the exchanges, even though they were offered to him *free of charge!*

This talk with farmers continued for about two months The same story was told, deviating very little, and none of the fellows cared for the papers offered them—*free.*

This demonstrated that the home-town paper is the closest read publication in the country! I am further convinced that the country newspaper gets nearer its readers than any other publication, as the reader and writer are in most every case personally acquainted, and this alone shows where the human element of the country weekly comes in.

After reading a certain article in the home-town paper, the editor's name is brought into play in the conversation that takes place in the home. "Jim says so and so in his paper this week, etc."

It is apparent the home-town editor gets pretty close to the hearts of his readers. Some hate him, some love him—but they will all read his paper—and pay for it—and swear by him!

And when they buy goods from local merchants, they'll say they saw the ad in the paper.

Now consider the home-town merchant who is in competition with the city merchant who happens to advertise in the weekly newspapers: If his advertising is written in an intelligent manner, if the goods are described correctly and a fair price quoted he has the same opportunity as the city merhchant in securing business. But if his ads are written in the "assertive" style with no "reason why" arguments to back up his assertions, he can't count on getting much business from them. And here is where the country publisher, in order to build up his local advertising, should play an important part. He should suggest and advise, and in many cases, write the advertising for his local merchants in a way that will bring results. That's service! It's time to quit talking service—if you don't understand the meaning of the word!

The national advertiser, who has an article to sell to the population of the rural districts, is overlooking his best bet if he neglects to cultivate the advertising possibilities of the country newspaper. They are the heart and backbone of information for 80 per cent of the American people! More than that—they are moulding public opinion; they are in closer contact with their readers, and know more about the feelings and whims of the great majority than all the farm papers, monthly magazines and metropolitan dailies combined! They are the people who are influencing men — and have placed one of their own in the White House!

Engravers Call National Strike

Members of the photo engravers' union in thirty cities throughout the United States declared a strike on Tuesday, January 3rd, as a protest aganist lengthening of the working hours or a reduction in wages which had been decided upon by the National Masters' Association of Photo Engravers.

It is claimed by the employers' association that a reduction in the cost of engravings is essential and that employees should be required to accept a share of the cut. The plan as presented to the engravers calls for a 10 per cent wage reduction on the present forty-four-hour week basis on which the plants now operate, or a return to the forty-eight-hour schedule.

According to reports now available, 5000 union engravers in 425 plants are out. All union shops in Chicago were closed, while New York, Philadelphia and other cities announced that many workers had responded to the strike call. It is the contention of union officials that their constitution forbids working more than 44 hours per week.

Many cities report that the strike will tie up production on a considerable amount of engraving orders now on hand and are hopeful, if a general agreement may not be reached, that individual shops and their employees may make separate adjustments of their differences.

Can a Newspaper Tell the Truth?

By H. F. HARRINGTON, *Director.*
The Joseph Wedell School of Journalism, Northwestern University.

LET US grant that mistakes do creep into the newspaper with painful regularity, often in queer contortions that bring merriment to a reader and pain to a careless editor and proofreader.

I recall a young scribe sent to review Shakespeare's "Much Ado About Nothing." His story was put into type by a man accustomed to setting advertisements, and instead of "Ado" it appeared as "Much *Adv.* About Nothing," which accounts for the fact that the Bard rolled over in his grave that night and the reporter collapsed.

Telephones also aid in juggling the types. There was Jones, a merchant prince, who died quite suddenly. The city editor wanted some facts about the funeral services at the church, particularly the musical program. He told a "cub" reporter to phone the pastor of the church. He did, with a liberal sprinkling of "How's that?" and "Didn't quite get that." Instead of Chopin's "Funeral March" (which this lamb-like ignoramus didn't know), the paper announced the next day that a few choice remarks had been made by Mr. Chopin. (Laughter.)

These are stupid, unwitting blunders which belong to the business of fast and furious publication of news, where Time points a goading finger at reporter, editor and printer.

It is a matter of regret that mistakes parade themselves like sore thumbs in the newspaper, and yet there is no mendacious desire to speak a lie or whittle a jest. Other factors—aside from office shortcomings—enter into this discussion of whether a newspaper can accurately chronicle the facts.

Do not dub all reporters as fakirs, captained by Baron Munchauson drawing fat salaries for spinning fiction. Do not accept as law and gospel Upton Sinclair's sour criticisms of American newspapers as dispensers of information, "bought and paid for," the spawn of capitalistic interests. I believe the vast majority of newspapers are eager to find and tell the truth and that a prostituted press is impossible in America because of pressure of sound public opinion and the force of energetic competition to print the truth.

You advertising men know the importance of accurate statement. This slogan "Truth," emblazoned on your escutcheon, is a rallying cry for honest merchandising. You do not seek to cajole innocent readers by false statements about goods offered at ridiculous prices, for you know that shoddy goods at robbery prices will not bring "repeat" orders. Honesty is really the best policy.

I believe the advertising columns of many newspapers are much more reliable, and more ethical, than the news columns. Just where lies the difficulty? Why can't all newspapers proudly lay claim to a distinction printed under the masthead of the New York *Tribune*—"The truth in news, editorials, advertisements."

You must remember that the newspaper is the handiwork of youth, still in the process of learning its trade. The newspaper has more young fellows in its service than any other profession. It appeals to "the forever panting and forever young," because of its warm contacts with life. There is a glamour of the picturesque about the very business of newsgetting. It is a thrilling adventure to many a lad fond of gay throngs and captivated by the novelty and pageantry of a day's drama.

This host of happy-hearted apprentices, receiving small wages, contribute enterprise and cleverness, but it does not make for faultless reporting. A cub reporter is not so often impelled to get the facts straight, as to make them interesting. He does not regard the newspaper as a powerful instrument for social betterment through accurate presentation of fact. He needs a real conception of the dignity and obligation of his profession.

I hope the time will come when the wages of the average reporter will be high enough so that trained intellects and seasoned judgments will be the rule and not the exception. I think university education such as afforded by Schools of Journalism are helping in this particular, and that, as years pass many more college-trained men and women will enter the newspaper offices.

Now we are ready for the next step, and it is this: The newspaper is dealing with the most tangible, the most volatile stuff known to man. It is made up of impressions, of rumors, gossip, prejudices, emotions,—all human in essence, and therefore fallible. In this maze of conjecture it is indeed difficult to find the truth.

Few newspapermen are spectators, much less participants in the stories they report. They take the testimony of other people, men with faulty vision and rosy imagination, men who think they know, men who forget, men who have axes to grind and grudges to square, men whose business it is to ensnare and deceive. A reporter must find the thread of truth in this tangle of ill-assorted human equations.

Most people are uninterested, careless observers, wretched witnesses, and yet it is to them that reporters must go when they seek to know the truth. I remember testing this out with my students once. I asked them, "How high is the flagstaff on University Hill?" One man said, "It is about eighteen feet high;" another "fifteen feet;" another, "twelve." Now, the fact is that University Hall has no flagstaff. (Laughter.) Those men were merely using their active imaginations, and yet I presume they would feel hurt if I were to call them a short, blunt name.

The newspaperman is a hurried worker. He must record his news within the span of a few hours. The rewrite desk and the telephone often upset the applecart of fact. The reporter dumps his news into a telephone receiver, a desk-man listens and taps off the facts on his typewriter. All this makes "spot" news, not always accurate news.

Consider also a score of hands through which news must pass before it reaches the public, for as soon as you multiply the human equations, you pile up the chances of error.

Mr. Ralph Pulitzer sums up the matter rather pertinently when he says, "In a big newspaper office in a night 166,000 words are written by about 2,000 different contributors, reporters and correspondents; some news comes in by wire, and some by telephone. These latter

are written by four rewrite men, other news is brought in by reporters and various news associations, and the whole mass is read and handled in six hours by copy readers and greatly reduced and condensed. They are put in type by linotype operators at a rate of sixteen words a minute and are printed at the rate of 120,000 papers an hour. This fearful pressure, which the public demands, should make people sitting comfortably at their breakfast tables a little more charitable than they are in flaying "the wanton inaccuracy of a reckless press." Well said, Mr. Pulitzer!

Mr. Frank Cobb, editor of the New York *World,* estimates there are about 1,500 press agents in New York City alone, all at good salaries and all under instructions to cultivate contacts with newspapers and when possible to break into the front pages with their stories. This sort of thing constitutes a real handicap to honest reporting.

Today, in many quarters, there is a waning confidence in newspapers as dispensers of accurate information. We must win back the high regard of the public by proving the integrity of our purpose, through first-hand investigation by men trained to get the news and not to pulpit a cause. The newspaper must become an expert witness, an assayer of facts. That can only come by the training of a better breed of newspaper workers. It means the acquisition of men who are in close touch with the past as well as with the present, who have trained their faculties to see clearly and write simply, whose minds are adequately stored with information. Then shall we change the word "reporter" to "investigator," which is his true function and goal.

Reputable newspapers today are pledging themselves to find and tell the news, and to make public the mistakes that creep into their columns from day to day. The Chicago *Tribune's* "Beg Your Pardon" column is a shining example of an earnest desire to play square with the reading public in the matter of making full correction of twisted facts, which begets a new confidence in the newspaper as an honest spokesman, if not an infallible witness.

Can a newspaper tell the truth? Yes and no! It can if you men will help it, if you will tell its representatives what you believe is the truth; it can if you will support the honest newspaper and not one greedy for sensation and thrills at the expense of reliability; it can if you will write a correction to the editor when a mistake occurs; it can if you will not be so frantic for hot news. You gentlemen have it in your power to make better newspapers by supporting *good* newspapers and condemning *bad* newspapers that tint and twist the news. The public gets the sort of newspapers it deserves.

A Non-Partisan Publicity Bureau

The National Editorial Association, representating the newspapers of the United States, endorses the enactment of a law by the Congress of the United States providing for a Non-Partisan Publicity Bureau which shall have charge of the publicity activities of the government and prepare and furnish bulletins to the press of the United States. Such a Bureau will inspire the confidence of the editors of the newspapers of the country and they will be glad to publish the information and news it may furnish. A Bureau composed of able persons experienced in gathering news and compiling facts will be able to get the bulletins in readable shape to present to the public

The newspapers of the country are read by all the people. They are the main sources for furnishing information. They can be most helpful in educating the people to our needs. They can assist Congress by publishing the actual happenings that are transpiring at Washington, untainted by the selfishness of any interest which might be working for its own organization or gain, provided the news bulletins are prepared in readable form by competent persons.

Through publicity the profiteer and manipulator can be controlled and selfishness and greed held in check. The people can be informed of the laws and regulations of the departments and thus held in check.

The power of the press directed along rightful lines by a Bureau of Publicity which has the authority to gather the news from official sources can not help but be most beneficial. The people of the United States should get together and work unitedly for the good of the country. The newspapers stand ready to work in unity for the good of all provided they can be directed by a Non-Partisan Bureau which will furnish reliable news. Think of the great good that could be accomplished if a united press were to promulgate to all of our people the findings of investigating committees which have gathered valuable information which will be helpful. Unjust or selfish laws would not be passed if the people were reliably informed and could enter a protest to their representatives. Publicity is a check on wrong doing. Publicity furnished from a source which is reliable will be accepted by the press.

The telegraph, telephone, flying machine and fast express carry the news to the press to be in return sent out broadcast over the land. While there have been wonderful advances in the means of communication still there has not been a due regard and an advancement in working to see that reliable and truthful news is furnished. The sensationlist has been encouraged. Now is the time to provide for a means of furnishing reliable information to keep pace with the increased facilities for spreading it broadcast over the land. A Non-Partisan Publicity Bureau will be a big step forward. It is one of the outstanding needs of the day. The fountain of information, the government of the United States, should make a united stand to see that reliable news of activities at Washington are sent out on the wings of the wind to every hamlet in our country.

The 1920 census report shows that there were 20,931 newspapers and periodicals published in the United States in 1919. These publications consisted of 18,359 weekly papers, 2,433 dailies and the balance semi-weeklies, triweeklies, monthlies and quarterlies. The total circulation of these publications was 220,008,686. The value of products turned out was $806,066,035. Of this amount $529,080,841 was from advertising. The value of all the job printing for 1919 was $442,482,913, about one-half of the income of publications.

The press of the United States is a power. During the world's war it worked unitedly for the good of our country and was the influence which made for success. Today the press stands ready to carry on in working for the good of all the people if it can secure reliable news and information which it knows will be helpful. The government of the United States should lead the way in passing a law establishing the proper bureau.

Trend of Printing Sales and Paper Purchases

According to the latest figures compiled by the Department of General Service of the American Writing Paper Company, the printing industry throughout the country experienced a slight upward turn for September and October, as compared with the previous month. The lowest point of printing sales was reached during July. Since May, the general trend has been upwards.

The September report, which is based on figures submitted by representative printing and lithographic concerns in 39 states, indicates that it may be reasonably expected that from now on there will be slow but steady improvement. Undoubtedly, fluctuations will be experienced, but it is believed that the industry as a whole will continue the gains it has been making since last Spring.

The paper industry is following a course closely parallel to the printing business. The tonnage of paper purchased shows a steady increase since May of this year. It is felt that this is due to two factors: (1) the reduction of printers' stocks of paper to practically normal; and (2) a steady increase in the output of printed matter.

The figures on printing sales and paper purchases compiled by Joseph A. Borden for the month of October show some marked changes from the past few months, this being particularly true of the latter. In previous charts Mr. Borden pointed out that the paper purchases and the percentage of productive time have been showing a more rapid rate of increase since May, 1921 than the percentage of printing sales. For the month of October this trend is even more marked than heretofore.

In studying the curve on the graph prepared by Mr. Borden showing the trend of printing sales it must be remembered that the price of printing has been dropping for the past few months, so that although the net increase from May 1921, to October is only 6%, the increase in volume is considerably more than this. This is also substantiated by the fact that the percentage of productive time has increased very considerably in the period mentioned.

Opportunity is here offered for some very interesting comparisons between the May and October figures. Of course it is impossible to determine what the average drop in printing prices has been throughout the country and also to what extent printers have been buying bargain lots of paper of which there have been quite a few available. If we assume, however, that printing prices have decreased 20% from May to October and that the prices paid for paper have followed pretty closely the index numbers on the selling prices at the mills, we obtain a fairly good basis for making comparisons.

A decrease of 20% in the price of printing means that the volume in October is an increase of 30% over the May figures. To produce this increased volume of business is has been necessary to purchase paper having a 27% greater value than that purchased in May, whereas the paper tonnage has increased in the ratio of 111 to 77½, which is an increase of 67% over the May figures. We are, therefore, led to the conclusion that taking the country as a whole, the printers have disposed of all their excess stock and are now obliged to buy a quantity of paper sufficient to take care of their current work.

Getting Out the Regular Morning Edition

By Donahey

WONDER IF THEY THINK I'M RUNNIN' A PRINTIN' PRESS?
PASS TH' BUCKWHEATS!
MAW, SHE WON'T GIVE ME TH' SYRUP!
WHA'D YA EAT ALL TH' SAUSAGE FOR?
Don Donahey

By Courtesy George Matthew Adams and Milwaukee Sentinel. (Copyright, 1922, by J. H. Donahey.)

N. Y. Newspaper Row Soon but a Memory

Gotham's Newspaper Row, or Printing House Square, as it was known in earlier days, soon may be but a memory.

Announcement that the Tribune would move from its pinnacled building in Park Row to join the procession of other papers to new quarters elsewhere brought to the attention of newspaper men that The World and its gilded dome would be the survivor in Park Row.

The statue of Benjamin Franklin—made of type metal contributed by the printers of the country—located in the square and overlooking the swirling crowds of busiest New York, will in fact be a memorial to the old journalistic center of the country.

Indignation, loud and long, prevaded newspaper row, two years ago, when the statue of Horace Greeley, which reposed for so many years at the right of the entrance to the Tribune building, was removed. For several days the new location of the statue was a mystery. Finally it was unearthed in Central Park. Those denizens of Park Row who were wont to pass the Greeley statue each morning were hard to appease. Yet they finally became reconciled. Perhaps, they thought, with the newspapers migrating, it were best that Horace lead the procession. The statue was ordered removed by the street commission of the Borough of Manhattan, at the time the entrance of the Tribune building was reconstructed to conform to the building line. It was found, with the increasing flow of human traffic which daily spread out of the maw of the Brooklyn bridge into the great financial center of New York, that every foot of space counted, and so, in the rearrangement, the statue of Horace Greeley had to go.

In Civil war days almost all the papers, book and magazine publishing houses were located in the square.

Now Park Row is all but bereft of what was once the greatest single gathering of newspapers. "The world do move," and newspapers are no exception.

*

Prominent Editor Dies

Emil Court, aged 84 years, died December 16, at his home in Los Angeles. For many years Mr. Court was a reporter on the Milwaukee Herold. He was born in Siegart, Germany, going to Milwaukee in 1869. About a year ago he took up his residence in Los Angeles, with a daughter. Interment was made in Milwaukee.

Navy Surgeon Formerly Publisher

Commander Wm. Seaman Bainbridge, was one of the prominent speakers at a recent Tri-State Medical association meeting in Milwaukee.

Commander Bainbridge, in addition to being a specialist on cancer and regarded as an authority in many lines of surgery, is a retired editor and publisher, having been in charge of the publication of The Hatchet, one of the most unique papers ever published.

This publication was started on board the George Washington on its first trip to France with troops. There were Thirty-second division men aboard, including Gen. Hahn and Gen. McGlachin. It was decided to publish a daily newspaper on the trip across. The Germans had equipped the vessel with a job press and several fonts of type and there were many printers among the soldiers.

Commander Bainbridge was made chief editor and he selected C. C. Manly, now on The Journal staff, as his assistant. The captain of the ship permitted the publication of certain wireless dispatches and the first issue of The Hatchet "scooped the world" on the capture of Jericho by the British. The first volume consisted of 12 numbers and after that a volume was published on every eastern trip of the George Washington, the last one being printed when President Wilson made his first trip to France.

All volumes were bound after the war and thousands of copies were sold by the Naval Historical society at Washington. Because all sodiers were unloaded at Brest, Commander Bainbridge had a new assistant editor for every trip.

The Hatchet, because of regulations of the censor, could print the names of no one aboard, the date lines gave the location as "Somewhere at Sea" and the only indication in any of the numbers as to where it was printed was in the name "The Hatchet," from which a Sherlock Holmes might deduce that it was printed aboard the George Washington.

There are scattered throughout the United States writers and printers who served during the war, who acted as volunteer printers and pressmen on the Hatchet. Becanuse a new contingent was carried on each trip of the George Washington, the number who served gradually increased, until the end of the war. The Hatchet boasted of perhaps the largest force ever employed in any printing plant.

*

Remembers Old Home Town

Thomas Rees, newspaper publisher of Springfield, (Ill.) State Register formally presented to the city of Keokuk, Iowa, for the establishment of a park, the old Rees homestead located high on the bluffs overlooking the Mississippi river. The gift was given in memory of his father and mother.

When Mr. Rees' father bought the ground it was occupied by a large native forest. There was a house in the clearing, a house built of logs. Finding that more rooms were needed Mr. Rees and his oldest son began the task of adding these. On its completion the house was as odd as any house might be which had its start as a log cabin and its finish at the hands of men who had never learned the art of woodcraft, and who had never built a house before.

Creasing Heavy Cardboard

A. M. Collins Mfg. Co., Philadelphia, have just issued a piece of service literature that is unique as it is helpful. In graphic word story supplemented by illustrations, they show how to score and crease heavy cardboard so that it will crease or fold as easy as paper, and without the slightest sign of a break at the folded or creased edges. A further offer to cooperate with printers doing this kind of work demonstrates the feeling of friendliness and helpfulness on the part of jobbers and manufacturers generally is increasing.

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Printing Trade in Africa

A printorial friend sends the following extracts from a letter recently received by him from Charles Francis, the well-known New York printer, who is touring the globe. Says Mr. Francis, regarding conditions in South Africa:

"The printing profession of this town (Durban) is fast asleep and they refuse to be waked up. The Typographical Union people, however, are alive and reasonable. They have to be, as South Africa not only has Africans in the colored races, but a very intelligent class of East Indians, who can print just as well as the white class, and threaten strong inroads into the legitimate white printing business—their living necessities being less than one-half that of the whites. It is a wonderful mess here—a two-language basis. All official documents are made in English and Dutch, so that there are two white races and two colored races, and many differenet languages are existent among the African tribes. Babel must have been built somewhere around here. The morning paper, the Mercury, is making a lot of money, and the man who has it is satisfied."

*

Porte Employes Celebrate

The Annual Dinner-Dance for the employees of the Porte Publishing Company was held in the Hotel Newhouse at Salt Lake City, Saturday, December 17th. Over thirty couples were in attendance and every employee of the company was there with either a lady or gentleman friend and some with wife or husband.

This annual affair is much thought of by the employees of the company. The Dinner-Dance this year was given under the arrangement of the following of three consisting of Mr. Bruno T. Lange, Miss Ellen Johnson and Miss Laraine Pendleton.

*

In Enlarged Quarters

Despite the fact that last July the Porte Publishing Company of Salt Lake City was compelled to move to larger quarters on the ground floor of the Atlas Building, it has been found necessary to again secure additional rooms on the second floor for the Sales and Organization Departments as well as rooms for Mr. Porte and Mr. Wray.

The new rooms are handsomely decorated and furnished and certainly are attractive. Visiting printers from out of the city are loud in their praises. Every modern convenience for handling a large amount of correspondence in detail is employed.

Retail Price List Looms

William V. Parshall, of Detroit, chairman of the U. T. A. long price list committee, is authority for the statement that all U. T. A. members may expect some interesting news early in the new year. It seems there has been a decided break in the opposition put up by the paper merchants to the retail price list. Recently a retail price list meeting was held in New York City, made up of trade matters committees from Richmond, Washington, Baltimore, Philadelphia, New York and Boston. The reports from this meeting are everything that could be asked for, and it is certain that the retail price list will prevail up and down the Atlantic coast and in the eastern states early after January 1.

The personnel of the committee is as follows: Wm. V. Parshall, Chairman, Detroit, Mich.; J. Linton Engle, Philadelphia, Pa.; J. Clark Acton, Toronto, Ont.; Fred W. Gage, Battle Creek, Mich.; G. Frederick Kalkhoff, New York City, N. Y.; F. S. Crane, Topeka, Kansas.; William Pfaff, New Orleans, La.; Julius S. Weyl, Philadadelphia, Pa.; Ed. P. Hamm, Chicago, Ill.; E. J. McCarthy, Chicago, Ill.

Early in December representatives from various Typothetates throughout Michigan held a meeting in Detroit and were assured by the six Detroit paper merchants that all lists throughout the state of Michigan will be retail price lists after January 1. Washington, D. C., held meetings on the 19th and 21st of December; Pittsburgh, St. Louis, Buffalo, St. Paul, Minneapolis and a number of other cities have given the paper merchants to understand that they want only a retail price list after January 1.

It is quite important that all local organizations should tell their paper merchants in positive language that the houses with retail price lists are going to meet with favor in the eyes of the buying printer. Members may well ask their paper merchants if he will give them the same protection by issuing a retail price list as he himself now enjoys with his net list, which is long list for him from the mills.

It is not necessary for any printer to let his paper merchant tell him that the retail price list is not a success, for such is not the fact. In Detroit, where the retail price list has been in operation for eight years, both the printers and the paper merchants join in saying that it is a success and a money maker. It is time for the printers throughout the country to go after what they are entitled to.

*

S. D. Graphic Arts Club

On the evening of December 9 every editor in Brookings county, South Dakota, participated in a banquet given by the Graphic Arts Club of the School of Printing at the State Agricultural College. Not a solitary molder of opinion in the district failed to come. Sixty-four members and guests were in attendance, and an interesting evening was enjoyed.

The membership of the Brookings County Graphic Arts Club is made up of county editors and printers, and of students from the printing, journalism and art departments of the college.

Unique place folders graced the banquet board. On the front cover of each was fastened the upper section of a Linotype slug bearing the name of the member or guest.

Recognize Printer as Retailer

The following announcement has been sent out by all West Virginia Pulp & Paper Company's distributors under date of Dec. 1:-

> West Virginia Pulp & Paper Company announce that beginning January 3, 1922, all Westvaco Mill Brand Papers sold through The Mill Price List will be sold only to printers, publishers, lithographers, stationers, converters, and those operating printing plants.

This is the second important manufacturer of printing papers to recognize fully the responsibilities and function of the printer in the specification and purchase of printing papers. Last year the American Writing Paper company of Holyoke, Mass., publicly recognized that the printer purchased the papers used for all general printing purpose.

Favors Use of Apellation "Community Newspaper"

Schools of Journalism these days are called upon to train a new type of newspaper worker because of a new type of journalism which is becoming more popular and more needed, that is the community newspaper as against the country and metropolitan newspaper. The community newspaper is in line with the investigation being made by various organizations into community conditions.

For instance, there is a group of small towns around the hub of Chicago, and in these small towns are people who are interested in their local news as well as in the news the city papers give them. The interests of these people are home interests and they are personally concerned with the news of their own town and not with the news they get in the city papers.

The community paper is concerned with community upbuilding and with advertising the local merchants as against the department store owners in the city. Although the scope is circumscribed, there is just as much joy in this field as in a larger one. The community newspaper is a good deal more intimate, friendly and folksy than the big papers.

In my own opinion we ought to change the word country to community newspaper, because this paper is sinking its roots into the very life of the community and gathers its strength from it. For the community newspaper, we must train men in the social outlook so that they recognize the community as their community and that they have certain obligations toward it. That means a collegiate background or a background of appreciation of books, a thorough knowledge of the field, and a kind of love of small town institutions. It will also entail some newspaper craftsmanship in the technique of the story and the editorial. This knowledge might well come from a school of journalism or from some metropolitan newspaper office, but the handling of a community newspaper also requires a good deal of business sense with experience in making both ends meet. Not only must the editor of a community paper be a good editor and reporter, but he must also be a good business manager. These are all necessary adjuncts in the equipment of a successful community editor.

There are some oustanding examples of community papers that are good community papers, fulfilling the needs of the small town readers. The Evanston *News-Index,* the Glencoe *News,* the Lake Shore *News,* the Bronx *News,* the Brooklyn *Eagle,* the Mountain Lakes *News,* the Hastings-on-the-Hudson *News,* the Northfield (Minn.) *News,* and the Abilene (Kan.) *Reflector* are splendid examples of the new type of journalism that is growing up in this country.

Digest of a talk given at the convention of the American Association of Teachers of Journalism at Madison, Wisconsin, December 28, 1921, by H. F. Harrington, Director of the Joseph Medill School of Journalism, Northwestern University.

*

Milwaukee Typothetae Frolic

Milwaukee Typothetae made merry on the evening of December 6, making it a social gathering to which the ladies were invited. Oscar Loewenbach, chairman of the entertainment committee, supplied a program of entertainment that "went over" big. A banquet dinner interspersed with music and singing by the diners was followed by a short business session. Dancing till well towards midnight rounded out a splendid evening.

New officers were installed in the persons of Charles Gillett, President; Edw. P. Hoyer, vice-president; Nicholas Meuser, secretary, and Charles Bollow, treasurer.

Milwaukee Typothetae doesn't make much noise outside its immediate boundaries about its many activities, yet it is well know in printing circles that Milwaukee has the livest organization of any of the Typothetaes, and making more rapid strides toward ideal business conditions than larger organizations. The feeling of good fellowship is bringing the master printers together for the common good. That the benefits of Typothetae are not to be taken too lightly, is well attested by the splendid establishments Milwaukee master printers operate.

*

Gas Changes Name

Gas, a monthly magazine serving the Milwaukee automobile field, changed its name with January issue to Motor Herald. The change was the result of meetings of Wisconsin automobile dealers held for several months, in an effort to secure more equitable good roads and automotive legislation in Wisconsin. The Wisconsin Motorist, pioneer among state automobile journals, has been serving the trade in a splendid manner, and knowing ones are at a loss to acount for a desire for more aggressive action by motor dealers and garagemen generally. The Wisconsin Motorist is a high class publication, well edited, splendidly printed, and carrying high class editorial material. It is well, known, however, that dealers will not support a state publication sufficiently well to warrant such effort and expenditure of money as is put into the Wisconsin Motorist, and knowing ones predict strenuous times for the newcomer in the field.

*

Color Process Inventor Dies

November 14, Charles Zallud, said to be the inventor of the color printing press process, died at his home, the Bronx, New York. November 26 application was made in the Bronx surrogate court for letters of administration of his estate by Mrs. M. Elterman, a niece of the deceased.

Mrs. Elterman said that Zallud died virtually without funds. It is known that besides his personal belongings he had but $40 in his pocket at the time of his death, and two small insurance policies, one for $300 in the Prudential company, and a $100 dollar benefit fund of the Robert Hoe Printing Press company, by whom he was employed for forty years.

H. S. Paper Contest Closes

At Madison, Wis., Nov. 27, the contest to determine the best school papers of the United States, came to a close by awarding the honors. The contest was conducted by the Interscholastic Press association in co-operation with the school of journalism of the University of Wisconsin. West High Weekly, Minneapolis was declared the best newspaper; The Forum of Nicholaus Senn high school, Chicago, the best magazine of 110 high school newspapers and magazines submitted from 17 states.

The Cardinal, South Division high school, Milwaukee, was selected as the best Wisconsin newspaper, and The Flambeau, Marquette academy, Milwaukee, as the best magazine in the state.

Second prize in the contest for Wisconsin newspapers was won by The Scroll, Washington high school, Milwaukee, and third place by the Lake Breeze Weekly, Sheboygan. Second place among Wisconsin magazines went to The Tattler, North Division high school, Milwaukee, and third place to The Spy, Kenosha.

About two hundred high school editors and faculty advisers attended the second annual conference of high school editors at the university. Among the speakers on the two-day program were Gov. J. J. Blaine, President E. A. Birge of the University of Wisconsin, Profs. Willard G. Bleyer, Grant M. Hyde and E. Marion Johnson, of the university course in journalism.

The Cardinal issues from the plant of the Milwaukee Times. Its success as a splendid high school paper is due largely to the personal attention and eagerness to render full service by H. Towell, publisher of the Times, who conducts one of the best printing establishments in Milwaukee.

*

Chicago Ad Colony Migrates

Chicago's loop district is rapidly being stripped of the colony of advertising concerns which have had their beehives of industry in what was known as "the only place in the city where an agency could hope to prosper."

Since the new Rush street bridge converted Michigan boulevard from practical disuse to the greatest motor highway in the country, advertising agencies have been flocking over toward the Boul Mich district, especially north of Madison. The latest to fold up its tent and shake the loop dust from its files is the H. E. Remington Advertising company, which has been keeping house at 327 South Lasalle street. They purchased a three story building on Erie street.

*

Illinois Publishers Purchase

That the publishing and printing business in Illinois is profitable, was further exemplified early in December, when Smith Brothers publishers of the Waukegan Daily Sun, purchased the Murray Building for a reported consideration of $155.000.

Messrs. Smith have other valuable holdings in Waukegan. The recent transaction is said to be the largest realty deal in the history of the thriving, bustling city.

*

A. A. Trojan formerly of Medford, Wis., started publication of a new paper, the Tribune, in Wausau, Wis., in November.

Plan Industrial Advertising Conference

By KIETH J. EVANS

The advertising of the producer, jobber and retailer to the consumer has reached a higher stage of development than in any other field. This is true largely because advertising represents the most economical and effective means of reaching the masses.

In the movement of goods from industry to industry, however, the units are larger and fewer, and personal salesmanship is the most important factor, with advertising usually used as a secondary influence. For this reason industrial advertising has not been so highly developed. The advertising of an industrial firm has often been shunted off on an over-worked executive who felt that some advertising should be done occasionally, if for no other reason than that it was supposed to be the proper thing, provided it didn't cost too much.

Then came the war and temporary post-war boom, when publishers' representatives and agency men succeeded in loosening up the manufacturer's purse-strings a bit more.

Now things are different. Appropriations have been cut, and none exist that cannot show just cause for their existence. "Advertising must produce or be wiped off the slate," is the ultimatum of the chief who signs the checks today.

This means that an advertisement must either make direct sales, produce inquiries, or show in some other definite way that it is helping the salesman in his 1921 battle for orders.

It's not an easy task to make advertising produce these days— even the sales department has a hard time showing results.

What can the industrial advertising manager do to speed things up? Where can he exchange thoughts with others and get ideas of value in his up-hill game?

Well, he might go to his local ad club and get many good general ideas, but usually they would be talking about how to get the retailers to put up their window displays or lure the housewife, into the grocery store, or other similar problems which are foreign to the immediate problems of the industrial advertiser.

If the plant is an isolated one or the town is small and there is no ad club, the advertising manager is left to his own devices. The Tentative outline of the program for an industrial advertising conference of the Engineering Advertising association, in connection with the Annual convention of the associated Advertising Clubs of the World, to be held this year, in Milwaukee, are as follows: Milwaukee, 1922

1. *Organization and Management of Industrial Advertising Department.*
   This talk to include the resume of actual operation in a number of advertising departments—number of people employed for the amount spent, method of operation, other advertising service secured, if any , etc.
2. *Direct Advertising and Its Relation to the Movement of Goods from Industry to Industry.*
   Concrete examples of results accomplished by engineering advertisers will play an important part in this talk.
3. *The Use of Business Papers in Advertising Industrial Products.*
   Method of buying space, cost per thousand, free and paid circulation, A. B. C., etc.
4. *The General Medium—Newspapers and Magazines—Their Practical Use for the Industrial Advertiser.*
   Concrete examples of the way an engineering advertiser has used newspapers and general magazines for advertising purposes.
5. *The Agency and its Service in the Industrial Field—*
   Bringing out the method of payment, market analysis, research and copy writing as handled by the agency.
6. *Sales Literature—Catalogs, Bulletins, Booklets, etc., Published by the Company and Used as Sales Medium.*
7. *The Value of a House Organ in the Industrial Field.*
8. *The Advertisement.*
   This talk will include layout, color, type, border, artwork, composition, copy, etc., and method of appeal.

*

Decision on Picketing

The United States Supreme Court has rendered a decision relating to picketing that should be of general interest at this time to all who are engaged in an industry that is liable to be picketed. The case in point was one where picketing was resorted to in an attempt to unionize a steel plant and the United States Supreme Court ruled that while union men have a right to seek to organize a non-union working force, they must limit their efforts strictly to lawful ways and means. Picketing, if accompanied by the mere suggestion of threats, intimidation, abuse or insult, is unlawful.

Even one disturbance due to the placing of pickets, says Chief Justice Taft, in the opinion of the court, sufficiently characterizes the whole enterprise. While each case must be judged by its own circumstances, the chief justice continues, the safe and reasonable rule would be to limit the strikes to one representative for each point of ingress and egress, such single representative being instructed merely to distribute proper documents, give information and observe developments, or in good faith persuade workers to act in accordance with the policy favored by the strikers.

This decision, of course, will be followed by all Federal courts and though not necessarily binding on state courts may be expected to influence markedly their course in dealing with injunctions and other proceedings in which the issue of picketing may arise.

*

New Treatment of a Staple

The American Type Founders company recently sent out a handsome booklet, "The Copper plate Family." The value of the booklet lies in the many setups in which copperplate gothics exclusively are shown, giving the printer a graphic illustration of the best uses of this very useful type family. Indeed, of the many gothics in daily use in printing offices of the world, there are none that can be compared with the copperplate gothic family. There seems to be a size and a weight and a width to take care of every requirement.

*

Asinoe Basetic, editor of the Voice Truth, a Croatian religious newspaper, published in Chicago, was murdered in a real estate office, in the presence of a stenographer. The murder was probably the outcome of a feud which started during the world war.

New York Times Expands

The New York Times will double the size and capacity of its various departments in the course of the next few months by the erection of an eleven story building adjoining and made a part of the present Times annex at 217 to 229 West Forty-third street. The new structure will follow the architectural lines of the annex, which has a frontage of 143 feet on the street and a depth of 100 feet. It is to be erected on a plot 100x100 feet, purchased by the Times in May, 1916.

At present the site is covered by five story flats of the old type. Tenants occupying these buildings on a month to month basis have been notified to vacate the premises on April 1, next.

The basement and sub-basement of the new building wil be given over to the pressroom.

New presses are to be added and they will occupy the combined space, doubling the capacity of the pressroom, which is approximately 700,000 copies of the Sunday Times.

There is to be a great enlargement of facilities for printing the Times. Instead of a number of presses, each of fixed size, it is planned to provide printing units, each of eight pages' capacity, that may be coupled together to produce papers of the desired size. There probably will be sixty-four units, which may be employed to produce simultaneously sixty-four eight page papers, thirty-two sixteen page papers, twenty-one twenty-four page papers, sixteen thirty-two page papers, twelve forty page papers, and, of course, such intermediate sizes as may be required.

Contrary to popular belief, The Times does not occupy the stately building at 42nd and Broadway. Many years ago, under the guiding hand of Adolph Ochs, when The Times began its real development, the present annex was constructed on 42nd Street, about half a block from the main Times building. In this structure were housed the mechanical departments, the offices remaining in Times Square.

*

Student Wins Award

Paul Miller of Kansas City, a student in the school of journalism of the University of Missouri, has been awarded the prize of $50 offered by the Weekly Review of the Far East for the best editorial written on a far east problem. The subject of the editorial essay was "A Square Deal for China at the Armament Conference." D. B. Johnson, of Jonesboro, Ark., was given honorable mention for the essay ranking second.

The prize is offered by J. B. Powell, editor and publisher of the Weekly Review of the Far East, who is a graduate and former instructor in the U of M School of Journalism. Instead of conducting a single contest and offering two prizes therefor, as was the custom formerly, Mr. Powell is this year promoting two contests, one in the fall term and one in the winter term, each with the single prize of $50. Competition is limited to students in the school of journalism. The subject must have bearing on the problems of the Pacific as affecting the United States.

The judges of the contest recently closed were: Dr. Sao Ke Alfred Sze, minister from China to the United States; E. Lansing Ray, president of the St. Louis Globe-Democrat Publishing company, and the dean of the school of journalism.

The awards were formerly known as the Millard's review prizes.

What H. P. Hogan Is Doing for Kelly Press Users

The Kelly Press Department of the American Type Founders Company has engaged H. P. Hogan, formerly field secretary of the United Typothetae, to make a survey in the larger cities of the production and production costs of the Little Kelly Automatic Job Press. Mr. Hogan has just completed a survey of this character in New York City, in which city, in 1919-20, Mr. Hogan made a famous survey of the whole printing industry for the U. T. A. There are 440 Little Kellys now in use in New York City.

One result of this inquiry is the discovery that in many plants the Little Kelly is not utilized to the maximum of its productiveness. In some plants it is reserved for the longer runs, simply because the owners have not tested it on short runs. There is no job press that can print a run of five hundred more economically and more easily than the Little Kelly, while on runs of one thousand and over it is in a class by itself in regard to low cost of production. Many owners were found who had not given sufficient study to the size of forms which the Little Kelly will print on a 17x22 in. sheet. In one instance a printer had a run of 50,000 letterheads in two colors. He ran two letterheads on a 11 x 17 in. sheet, taking 50,000 impressions. Now the heading was narrow enough to have permitted the printer to run two of the red forms with two of the black forms (running two colors through the ink fountain), if he had placed two lines of 6-point Gothic (giving the telephone number) less than a half inch further to the left. In doing this he would not have increased his composition or electrotyping cost in the least, but he would have reduced the number of impressions to 25,000, cutting his presswork costs almost in two.

Mr. Hogan's survey shows that in many plants there is not sufficient thought given to adapting forms to the press. The printer of the 50,000 letterheads was too easily satisfied when he found the press running a register job, two letterheads on, with a product of a little over 6,000 letterheads per hour. Mr. Hogan found that some operators, without experiments, had established limits in their own minds, which were far within the capacity of the Little Kelly. The press is advertised to print forms extending fifteen and a quarter inches from the gripper edge of a sheet. Some operators were found who did not appreciate this fact, while others proudly exhibited jobs which extended as far as an eight of an inch beyond the advertised limit. Operators needed to be urged to study the capabilities of the press closer, both in respect to maximum sizes of forms and speed. Little Kellys were found running certain classes of work at 2,700 impressions per hour which might easily have been run at 3,600. Owners were urged to give more attention to possibilities and not to be contented with gains, however great, over conditions existing before they became Kellywise printers. Mr. Hogan's campaign is intended to make users of this automatic job press Kellywiser, to use a word coined by the makers of the Kelly presses.

Mr. Hogan was able to convince a number of users of the Little Kelly, that, in view of its production being more than double that of a hand-fed pony or larger cylinder, there is an economic advantage in splitting large forms and running the split forms on the high speed Little Kelly. He found a printer who had no cylinder press other, than the Little Kelly, who was having his large form presswork done in another plant, and quickly convinced him that the Little Kelly would take care of the work and net him a greater profit.

Mr. Hogan is not employed to sell presses or anything else. The American Type Founders Company expects him to bring the Kelly presses now in use to the highest degree of productivity, and invites the co-operation of users of the press.

"Struck Work" Clause Held Legal

Judge Oscar M. Torrison, Chicago, rendered a decision on the plea of the Trade Composition Association of Chicago for an injunction restraining the Franklin association of Chicago (closed shop printers' organization) from signing a new contract with Chicago Typographical union containing the so-called "struck work" clause. The decision held the clause to be a legal act, and the employers' organizations may sign a contract with the unions which contains the clause complained of. Judge Torrison makes the point that since membership in the employers' organization is not compulsory, the Trade Composition members may withdraw if they do not like such restrictions upon their operations.

The last paragraph of the decision is as follows:—"I conclude, therefore, that Section 167 (of the I. T. U. Laws) is not illegal, that it merely states a right that the Union may logically exercise, that the Union therefore has the right to put it into their contract, and that the Franklin Association has the legal right to recognize this right of the Union by putting it into their contract with the Association; that it is a proper subject for collective bargaining between the Union and the Association of employers known as the Franklin Association, and that it does not include or necessarily contemplate anything illegal, such as a boycott, or interference with the business of complainants by threat, intimidation, coercion, force or violence, or other illegal means, and that a temporary injunction shall, therefore, be denied".

During the period occupied by the hearing Chicago Typographical Union passed a resolution requiring each Trade Composition plant to hereafter furnish the chairman of the union chapel with a "dupe" of each job completed. The chairman of the chapel will either pass upon the shipment of the various jobs, or will send the "dupes" to union headquarters for "OK" there. Union officials state that this rule will be rigidly enforced in the future, thus giving the men complete control over the list of customers of each Trade Composition plant.

The work done by the Trade Composition plants of Chicago is approximately evenly divided between union and non-union. The effect of the decision decided a change of policy for three of the largest trade composition establishments in Chicago, chief of which was the Smith-McCarthy Typesetting company, declaring for the open shop. It is said they had no difficulty in filling the positions made vacant when union printers refused to work in other than a closed shop.

The decision as rendered by Judge Torrison is conceded to be far-reaching in its effect. It is said to go a step further than any decision heretofore rendered in the State of Illinois. It states, in short, that an organization of employers may co-operate with an organization of employees to compete with another organization of employers, and may contract to handicap the efforts of the outside group by refusing to do work for them.

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"To be successful in your appeals to the public, as well as in financial matters, your editorial policy for a community newspaper must be fearless and immune from influences of any kind and must be such that your readers will believe you absolutely sincere in any stand you take," declared A. H. Bowman, editor of the Evanston News-Index, while lecturing on editorial policies for community papers before the Joseph Medhill School of Journalism of Northwestern university recently.

Unless editorials are direct and forceful and pertain largely to local issues they will not be successful in a community newspaper, said Mr. Bowman. He cited examples from his own paper and showed just how powerful editorials can be if they are well written accurate and truthful in their statements, and show the people that their paper has a desire to serve the community.

"There is not a close enough relation between religious thought and the newspaper," continued Mr. Bowman speaking of the weekly religious editorial carried by the News-Index, "I believe that newspaper editors are gradually coming to the belief that there should be a greater reverence for our spiritual development than there has been in the past." Mr. Bowman also advocated editorials written by prominent citizens of the community not in the employ of the paper.

Regarding editorial treatment of the news, Mr. Bowman pointed out that a community newspaper should not attempt to compete with metropolitan papers in the matter of telegraphic news, but should give a condensed summary of the world's affairs somewhere other than the front page. He also branded sensational news as having no place whatever in the strictly local paper, stating that families should never have opportunity to say: "Let's hide the paper tonight so the children can't read about that awful crime."

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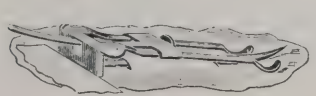
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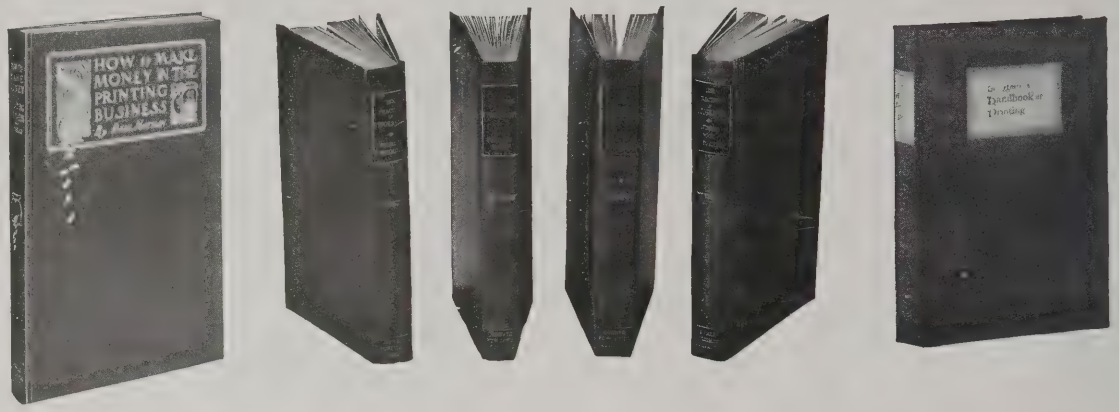

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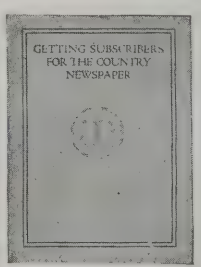

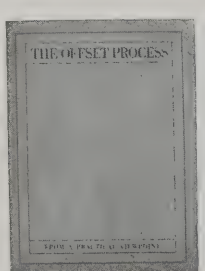

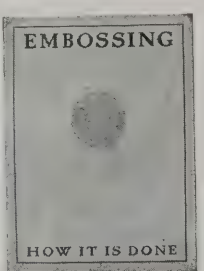

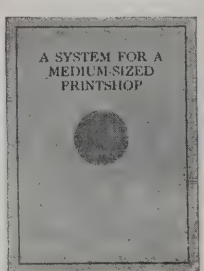

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NATIONAL PRINTER JOURNALIST

FEBRUARY, 1922

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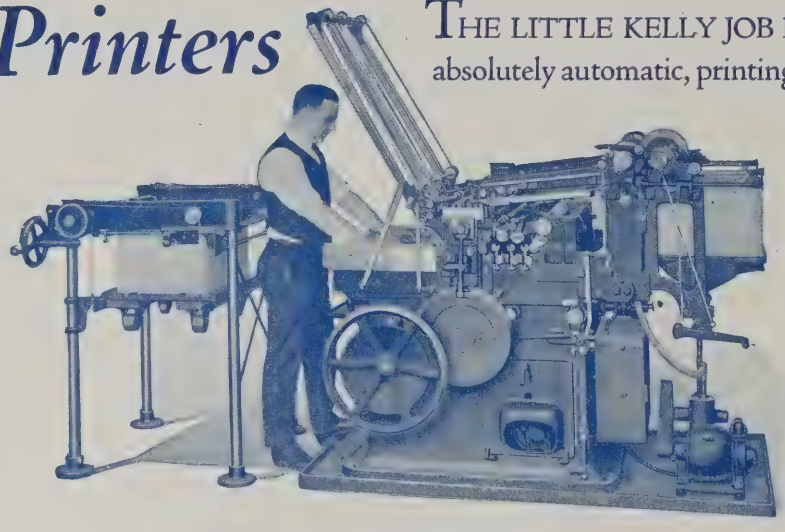
Entered as Second Class Matter, Jan. 15, 1889, at the Post Office at Milwaukee, Wis., Under Act of Congress of March 3, 1879

The Profits Missed by Kellyless Printers



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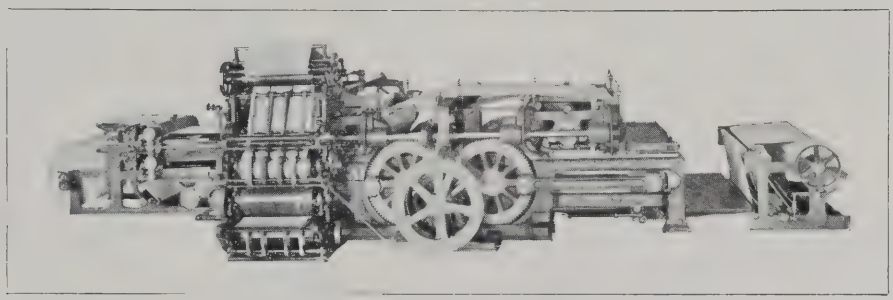

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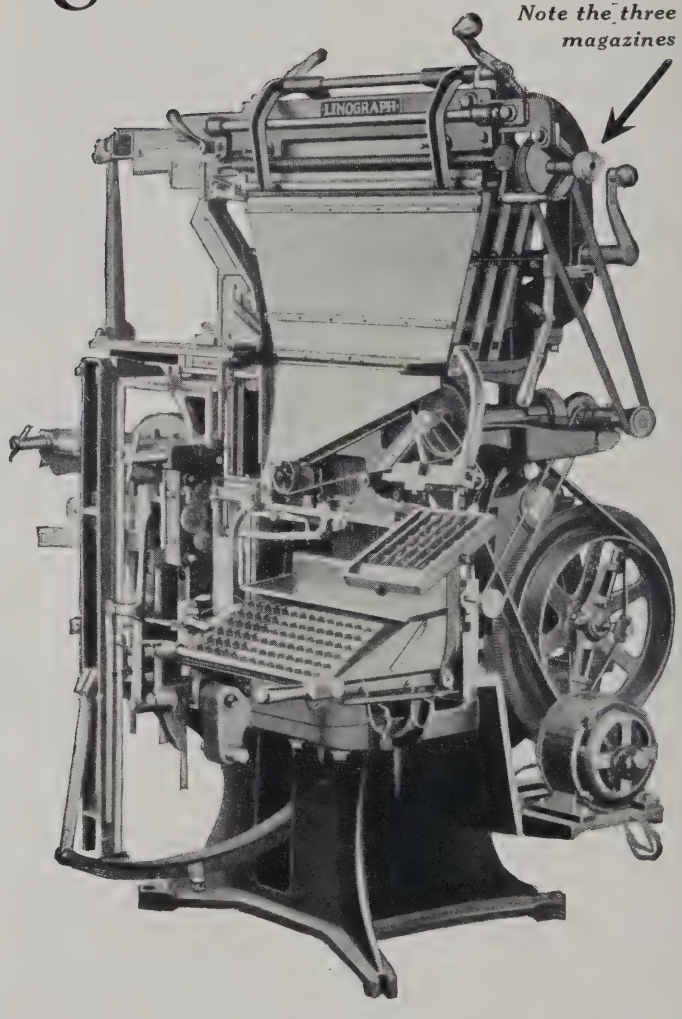

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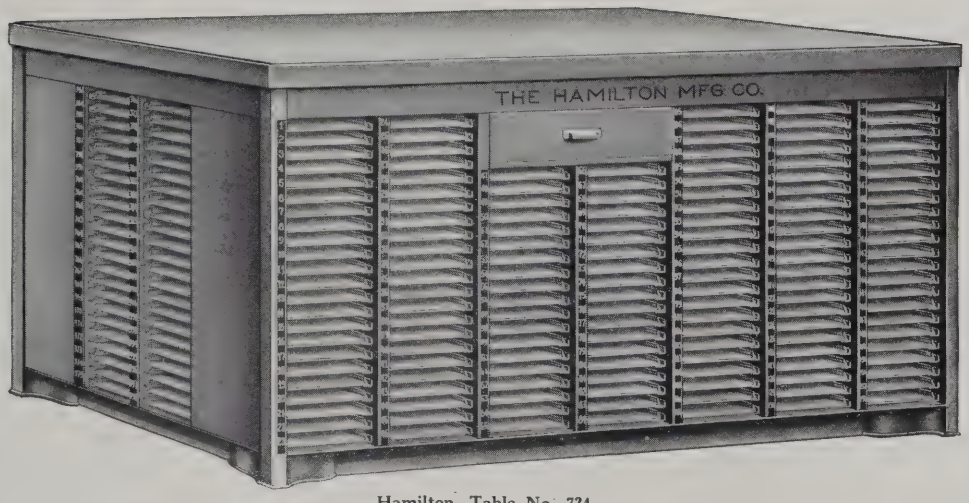

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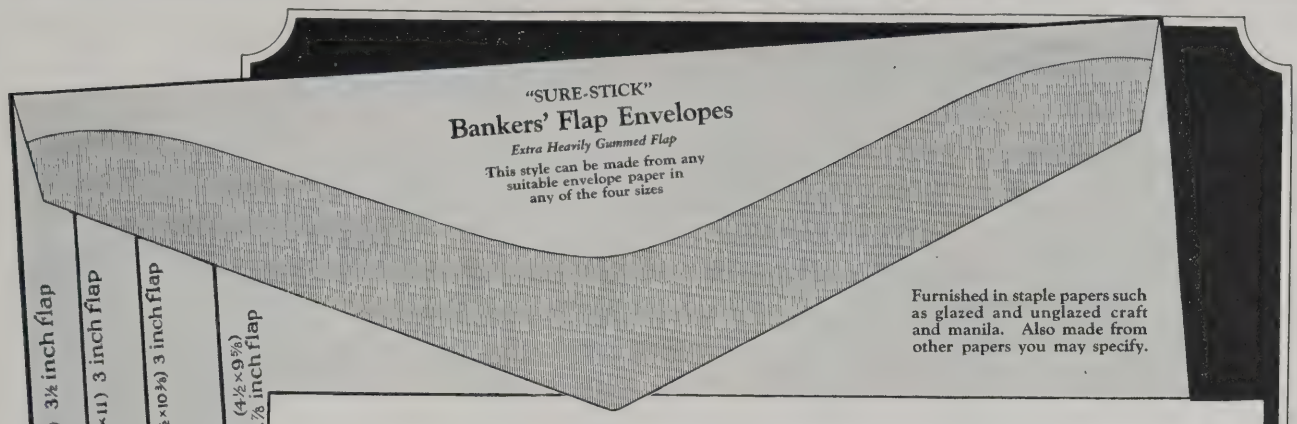
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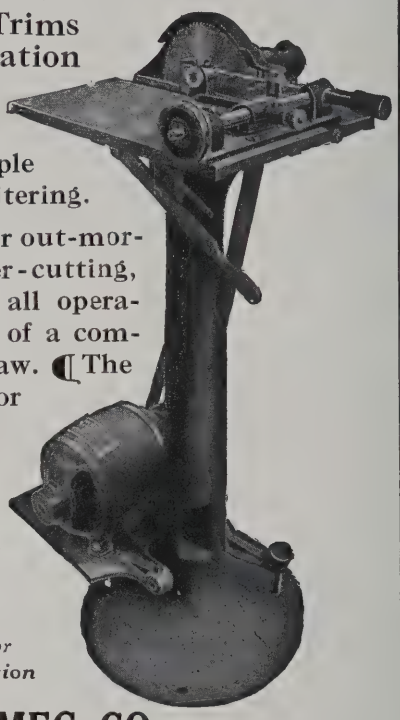

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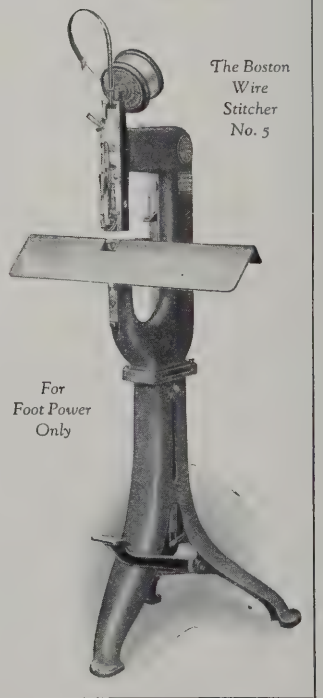

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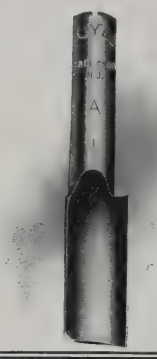

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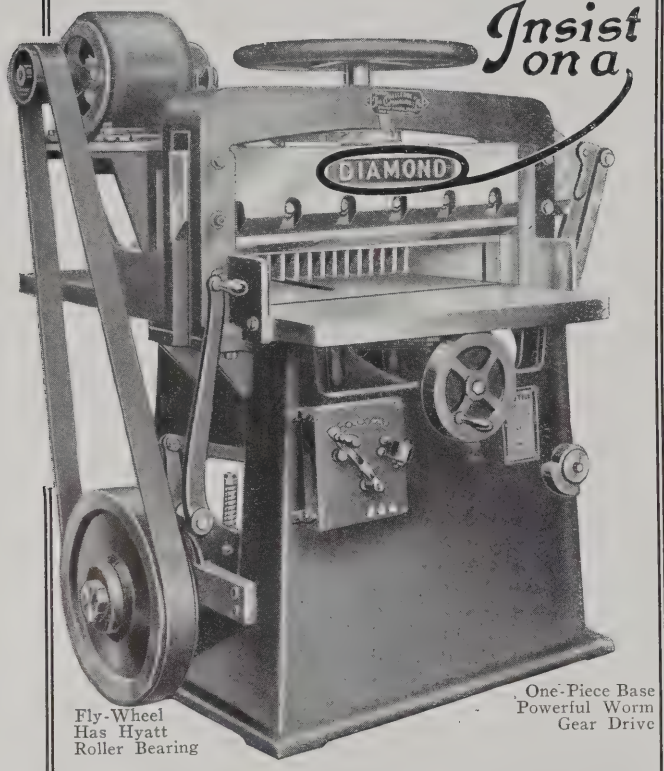
This NICKELSTEEL "GLOBETYPE" has been used in every is sue of the National Printer-Journalist since October 1st, 1912.
Note that the printing quality does not show perceptible deterioration.

If You Desire Real Cutter Satisfaction

Insist on a



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meet every possible production requirement and deliver quantity and quality production at the lowest possible cost. They are powerful, rapid, safe and durable.

Made in 30, 32 and 34 Inch Sizes

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The 1922 Edition of The American Newspaper Annual and Directory is Ready for Delivery

The present volume contains all the old features and some new ones. There are ninety-seven specially engraved Maps and three hundred and thirty-two lists of different classes of publications.

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The price is $15.00, carriage paid in the United States and Canada. An early order gives longest service of the book. Because of the resulting saving in accounting and correspondence we thank the patrons who enclose check with their order.

Address the Publishers

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PHILADELPHIA PENNSYLVANIA

Monotype Company to Make and Sell Barrett Adding Machines

LANSTON MONOTYPE MACHINE COMPANY, Philadelphia, by way of celebrating the closing of a very satisfactory business year and of emphasizing its firm faith in the future, begs to announce that it has purchased the business, machinery, patents, trade marks, trade name and good will of the

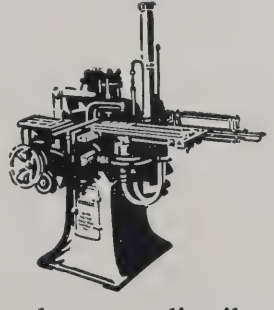
BARRETT ADDING MACHINE COMPANY

The astonishing similarity between processes under which the Barrett Adding Machines and Monotype Keyboards are manufactured gave to the purchasing Company a most logical means for expansion of its constantly growing business.

THE MONOTYPE

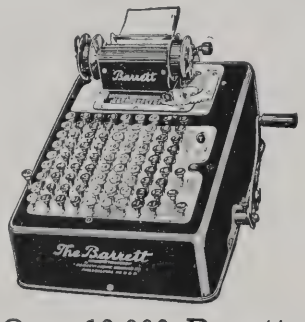
Composing Machine—Type-&-Rule Caster

Over 10,000 Monotypes are in use daily in the best printing plants throughout the whole world. Governments, trade plants, direct-mail advertising printers, book and magazine publishers, shops where perfect typography is the stock-in-trade—all use, and *must* use, the Monotype. *Flexibility, quality, speed, service*—these are all Monotype words. The Monotype was the originator of complete non-distribution, and has given to the world profitable single-type composition and the unit system of equipment installation.



THE BARRETT

Adding, Listing and Calculating Machine



The Barrett is a complete calculating machine that adds, subtracts, divides, multiplies and lists; *printing* the proofs of its operations. Two new models are being marketed. Over 12,000 Barretts now are in daily use—one hundred and twenty alone in the offices of one great corporation, The Metropolitan Life Insurance Company, their last order for twelve machines being given in January, 1922. Repeat orders from large concerns show that the Barrett holds its high quality under long service. With the unconditional guarantee of the Monotype factory behind it, the Barrett is the safest buy today of any machine in its field.

This company will now manufacture all models of the Barrett Adding, Listing and Calculating Machines in its factory at Philadelphia, and distribute them through the Monotype organization.

LANSTON MONOTYPE MACHINE COMPANY

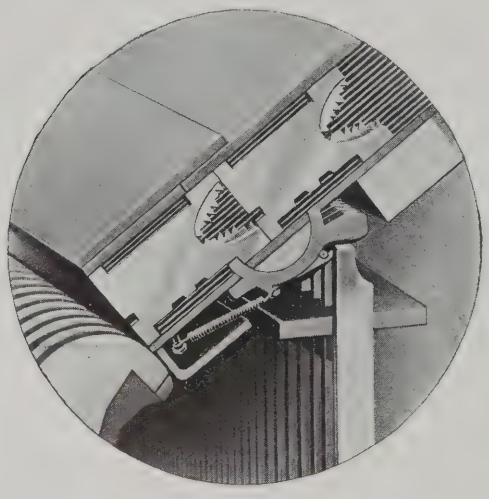
PHILADELPHIA NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

Monotype Company of California; SAN FRANCISCO

343—January 3, 1922

2nd Reason WHY the INTERTYPE *IS* "The *BETTER* Machine"

This is the second of a series of practical talks on Intertype construction. More will follow. Watch for them!



Intertype Two-Part Escapement

Simplicity

The illustration at the left shows the two-part escapement used on all models of Intertypes. You can readily see how the up-stroke of the keyboard rod releases the bottom matrix. Note that the action is *direct* and therefore *instantaneous*.

In the escapement used on three-magazine machines of other than Intertype manufacture the motion of the keyboard rod must be transferred to *six moving parts*. Compare this with the *two-part* Intertype way, as shown in the diagram below.

This is only one of a large number of important Intertype specifications.

910 Fewer Moving Parts

In One Mechanism Alone

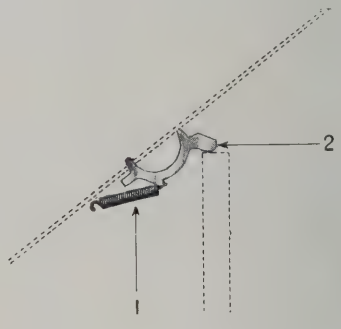
The following tabulation covers three-magazine Intertypes and other machines:

The Intertype Way

1.	Springs (91 on each magazine) for three magazines	273
2.	Escapements (91 on each magazine) for three magazines	273
		546

Another Way

1.	1 set of operating levers	91
2.	Links (91 on each magazine) for three magazines	273
3.	Verges (91 on each magazine) for three magazines	273
4.	Pawls (91 on each magazine) for three magazines	273
5.	Pawls (91 on each magazine) for three magazines	273
6.	Springs (91 on each magazine) for three magazines	273
		1456



The Intertype Way
Two Parts

This escapement is used on all models of Intertypes, including our three magazine Model C. Compare it with the escapement used on other three-magazine machines.

INTERTYPE CORPORATION

General Offices, 8071 Terminal Building, BROOKLYN, N. Y.

550 RAND-MCNALLY BUILDING, CHICAGO
303 GLASLYN BUILDING, MEMPHIS
306 ARONSON BUILDING, SAN FRANCISCO
Canadian Agents, TORONTO TYPE FOUNDRY CO., LTD.

A JOURNAL FOR PRINTING AND ALLIED TRADES

THE NATIONAL PRINTER JOURNALIST

WILLIAMSON-HAFFNER DENVER

Vol. 40. Milwaukee, Wisconsin, February 15, 1922. No. 2

Printing and Paper Digest and Survey

DECEMBER, 1921, showed a normal increase of approximately ten per cent in business done over November. Compared to December, 1920, December just closed showed a marked fall in the volume of business offered.

The above, in epitome, reflects the trend of business, which, all things considered, is most encouraging, especially since the country still was, in the fall of 1920, riding on the crest of war prosperity.

While an increase of ten per cent in the volume of business done in December over that of November is, or seems to be, small, under the surface appears a new strata of substantiality.

Figures available on printing sales and paper purchases for October and November of the old year show some marked changes from the previous few months, this being particularly true of paper purchases. Paper purchases and the percentage of productive time in the printing and lithographic industries have been showing a more rapid rate of increase since May than the percentage of printing sales.

The trend of printing sales also discloses that the price of printing has been dropping; so that, although the net increase from May, 1921, to November, is about eight per cent, the increase in volume is considerably more. This is also substantiated by the fact that the percentage of productive time has increased very considerably in the period mentioned.

The printing sales and paper analysis charts of the American Writing Paper company for October and November present some very interesting comparisons between the May and the October-November figures. It is, of course, impossible to determine the average drop in printing prices throughout the country. If it is assumed, however, that printing prices have decreased twenty per cent from May to November and that the prices paid for paper have followed pretty closely the index numbers on the selling prices at the mills, a fairly good basis for making comparison is obtained.

A decrease of twenty per cent in the price of printing means that the volume of business in October and November is an increase of thirty per cent over the May figures. To produce this increased volume of business, it has been necessary to purchase paper having a twenty-seven per cent greater value than that purchased in May; whereas the paper tonnage has increased in the ratio of 111 to 77½, which is an increase of sixty-seven per cent over the May figures. One is, therefore, led to the conclusion that taking the country as a whole, the printers have disposed of all their excess stock and are now obliged to buy a quantity of paper sufficient to take care of their current work.

The gradual increase in printing being offered seems to be general. Reports from Canada are encouraging, except in agricultural sections of western Canada. New York, Chicago, Philadelphia, Detroit, Cleveland, Omaha, Cincinnati, Kansas City, St. Louis, San Francisco—which cities dot the country quite favorably as the means toward an analysis—show increases in December business over November of from ten to twenty per cent. The kind and quality of orders offered presage a steady incline toward confidence among manufacturers.

The general outlook for the future promises a slight but steady increase in volume. Stable prices have been reached in wholesale markets, and business of all kinds on the continent is making headway in various directions. For the first time in several years, merchants and manufacturers are thinking in normal terms. The period of readjustment has probably passed the peak of its activities. We need, therefore, no longer fear the sudden flurries which have marked the past year. The business craft is riding a smoother sea.

There is some thought in business circles that with the disarmament conference engross-

ing the attention of government officials, reactionaries in congress may grasp the opportunity to rush through an ill-advised tariff, which perhaps more than any other agent, may be the means of delaying more rapid resumption of industry generally. And since the graphic arts industry is largely dependent upon business activity and expansion for its prosperity, the industry may, of necessity, go through the entire year of 1922 much after the fashion of 1921.

There is need, therefore, to continue cautiously and soberly. This does not imply that purchases of new equipment should be withheld. It means, rather, that printing prices must be upheld, and producers of printing should not give way, in a moment of eagerness to *"keep the plant running,"* to cut prices. No one will deny that the printer has for years practically given his time away, and permitted his customers to wear out his plant without remuneration. That adequate prices were finally established in the best organized plants does not imply that exorbitant profits were realized. It means that those printers who *knew* their costs began to sell their product at their true worth. Therefore there is no occasion to "sharpen the pencil" to get the order, and stimulate unfair competition.

Interest in Organization Widespread

By BENJAMIN S. HERBERT

PRINTERS and publishers the country over are manifesting a new and decidedly pronounced interest in organization work. Everywhere the attendance at meetings is greater, the interest in the discussions is more attentive and sincere. New members are being added, and the greatest test of all, that of paying towards financial support, is being met, not half-heartedly but enthusiastically.

The year 1922 presages a development of the printing and publishing industry along the lines of scientific shop and business management. The hit-and-miss methods, the "jam-'er-through" policies of other days, have given way, and a new era, of epochal importance, has dawned.

The shaking-up of business conditions during the slow return to normalcy, the printers' and engravers' strikes, in addition to other factors, have all combined to force upon the employer the conviction that he must become a co-operator; that every time he helps to promote the general welfare of the industry, he is reflexively a beneficiary.

The typographical and pressmen's unions, the employees, if you please, have increased their wages one hundred per cent, simply by joining in a common cause. Millions of dollars have gone into the pockets of their members, very largely as a result of their standing unitedly together. Even though a shop today is upon the non-union basis, the employees thereof may be said to have benefitted as a result of the work of organized labor.

The master printers and employing publishers have been "asleep at the switch", as a whole, although a few, here and there, who have had that gift vouchsafed to few,—*foresight.*

The discussion of such things as "scientific management" in a printing or publishing office, scorned a few years ago, is now receiving earnest attention. The idea of trying to educate an apprentice, "the printer's devil," is a new one. Most of the practical compositors of today were abused "devils", kicked and cuffed and cursed, and yet, somehow they "learned the trade". Some of them know why they do things a certain way to get the best results, but most of them do not. A few know how to save time, and that means money, by doing their work with intelligence, comprehending the final outcome. A few pressmen have a well-grounded understanding of their duties. "Slapping a form on" and getting it off has been the limit of knowledge in too many cases. But this is all to be changed; for the employer of today and tomorrow is going to hire men with brains and is going to insist upon results,—results that he himself knows are obtainable through scientific shop management.

The owners of establishments are becoming educated to the possibilities by attending meetings of other fellow-employers. They are learning what is best for them to know through trade journals seriously devoted to the best interests of the industry.

A recent writer in *Organization,* which, like several others in printing trade journalism is now a part of the National Printer-Journalist, declared wisely: "Brains are sold for less money in the printing business than anywhere else in the universe. Think of a man knowing hundreds of grades of paper and the uses of faces of type and printing and binding machinery, selling his mind for a few dollars a day, and getting most of that out of his interest and sinking fund and out of the depreciation of his plant. Do you wonder that a thorough-going cost-keeping, stiff upper-lipped printer looks with pity upon the man who cashes checks for the pay-roll?"

Co-operation is the watchword today among thinking, forward-looking men engaged in the printing and publishing business. Co-operation is the life of trade today. Co-operation among printer-publishers means health and happiness for all. It means something to fatherless children and rids the widow from fear of want and privation.

The practice of co-operation will standardize prices on printing, advertising and subscriptions.

It will result in a square deal for all producers and consumers alike.

The workmen have co-operated to get a wage which they have considered has been their due; the paper houses have co-ordinated their policies to the end that broken packages no longer eat into their profits; the type foundries are so well organized that their prices are uniform; the machinery men maintain their prices to the end that their quotations are remarkably similar and the go-it-alone printer competes to the general degradation of everyone engaged in the business.

Those who are "wised-up" to the situation have about-faced and are marching in a solid phalanx against the ignorance and shiftlessness which all too long has held the great art preservative of all arts in bondage. The gordian knot is being cut in twain. The shackles which have defied intermittent attacks for scores of years, are being broken asunder and the giant who is freeing the captives is ORGANIZATION-CO-OPERATION.

Practical Apprenticeship for Printers

Concrete System of Training That Should Give New Impetus to Encourage Young Men to Enter the Graphic Arts Industry and Be of Lasting Good to the Printers of the United States

WHEN need for action is apparent, no industry can outdistance the graphic arts. Probably in no line of craftsmanship are more seemingly insurmountable difficulties overcome than continually arise in the printing business. Witness the mooted apprenticeship question. For the past ten years the kettle of apprenticeship training has been boiling and simmering in turn. At times the potion seemed "all done," and ready to serve, only to cool, but only momentarily because the indomitable courage of the master minds in the industry would not permit it to languish for any length of time.

The wheelhorses in the furthering and ennobling of the industry never gave up. Apprenticeship training that will be a credit to the industry, they said, must be given the recognition which the crying needs demand. No ordinary, overnight set of rules will suffice. We must have a system that can be used universally; that will standardize apprenticeship training, be thorough, dignified and reflect on the industry that importance as an art and a craft to which it is entitled.

Who, then, was capable of evolving such a system? What one man had the comprehensive grasp of all the allied industries embraced in the graphic arts to compile a system of education that was adequate? No one man.. A group of men, yes. Yet the work meant sacrifices, absence from business, research, innumerable conferences. But the industry supplied the men possessing the ability, who were ready to make the sacrifice. And so the work was undertaken by the United Typothetae of America, through its department of education. The result is the publication of the book, just off the press, "Practical Apprenticeship for Printers." That such men as Henry P. Porter, of Boston; E. Lawrence Fell, of Philadelphia; A. M. Glossbrenner, of Indianapolis; J. Clyde Oswald, of New York; Toby Rubovits, of Chicago, and Dr. F. W. Hamilton, of Boston, collaborated in the preparation of the standardized course of apprenticeship training should be sufficient evidence to any printer who has ever heard of these gentlemen that the course now offered is representative of the graphic arts industry *par excellence.*

Careful review of the book and an analysis of the suggested courses, together with a most comprehensive system of co-operation between local Typothetae committees on education and school boards, reveals the ideal system. No phase of training was overlooked. The entire fabric of training, taking in every small detail of the business and intellectual necessities were thoroughly covered. Not an avenue that meant in any way adding value to the system of apprenticeship training was left unexplored. It may be truly said that the master minds of the industry gave their best to the furtherance of the educational movement.

One important point brought out in the book is the necessity for personal interest between employer and employe. In that one thought the committee on education placed its finger on the solution of the apprenticeship training question. The committee has supplied the system; now it devolves upon the employer—not one employer in each city, but each and every employer—to manifest that personal interest in each apprentice that will lift him from the modicum of laggard interest to the highest pitch of enthusiasm which presages his success as a craftsman. If this is done, the industry can say, within five or eight years, it is a bigger, a better, a nobler industry, taking its rightful place among the arts and sciences rather than a niche in the hall of craftsmanship.

A big work is to be done by local Typothetaes and employing printers' organizations. The committee, in its practical way of leaving nothing undone, suggested that local committees on education be selected to serve as permanent bodies. This will assure the continuity of the course, as such committees, by the very fact that they are serving continually, will become more and more thoroughly acquainted with future needs and be better able to carry on the work than if changes in the personnel are made from time to time. Upon the local committees the real work will devolve. They will be the guiding spirits making for the success of apprenticeship training in their localities.

Every printer should rally to the needs of education in craftsmanship and lend every aid to those carrying on the work of apprenticeship training, to the end that, through united action and service, the greatest good will come of the monumental work given into the hands of the printers of America by the educational committee of the United Typothetæ. No service was ever more unselfishly rendered than the work this committee put into the compilation of this system of apprenticeship training. And we, as printers, cannot hope to be engaged in work more ennobling than to strive to improve the industry that is, and always will be, the greatest civilizing agent of the universe.

Practicability of a New Department

Shall the Country Publisher and Printer Embark in the Mercantile Business Along with His Newspaper and Printing Activities? Light on a Mooted, Much Discussed Question

By D. R. M., A. M.

SEVERAL inquiries have been received from publishers in towns both small and large, requesting further information regarding the proposal that retail store departments be added to country printing offices.

One treads upon dangerous ground at once upon beginning to suggest details. The most successful business man is he who adapts himself best to his community. A store with a dozen girls selling nothing but stockings may reap a fortune in New York; one carrying nothing but umbrellas may succeed in Seattle; but neither would go in Podunk. This comparison suits my idea of the country printing business in many towns, very well; for the printer-publisher has nothing but printing to sell, and nobody—no field—to sell it to. His sales don't grow with the years. While my suggestion was made that perhaps stationery afforded the best line to add, a specific priinter might object that his brother ran the stationery store of the town, and his worst enemy was the coal dealer. Very well; then consider selling coal. There is a western daily which sells hundreds of thousands of tons of it.

I would deteremine what to sell in this wise: Make a list of all business men who are your customers, placing at the top the firm which buys the largest bill from you in a year, and diminishing downward.. It will be seen quickly that your customers who buy only a little now and then, make up the bulk of your sales in a year, and that they would not care what branch of retailing you went into. On the other hand, the average publisher will discover that ten or twenty firms give him much business, and he must be careful not to offend them, unless with full intention and forethought. Probably, he will not wish to compete with the dealer in hardware, if hardware would require a big investment, or if the hardware merchant were his best friend. His itemized analysis of yearly receipts from merchants will reveal a large percentage of them who have never done any business with him worth mentioning. For example, the variety storekeeper bought letterheads year before last and has always said he intended to begin advertising sometime.

The publisher can offend nine business men out of ten by starting to sell their line, and suffer no appreciable loss of revenue; and he can well afford to lose the patronage of the tenth man, in my opinion, should it happen, by ill luck, that the tenth—one of his best customers—handled the line of goods which the country publisher wished to sell. A newspaper, better than any other business, is founded on the support of the whole community, rather than on large purchases by a few customers.

How much money would be required for a stationery store, provided that were the enterprise selected by the publisher, who needed an additional support to afford him a living, or who had developed his profitable printing and publishing to their utmost limit, and was seeking new worlds to conquer? Ten dollars would start him. In a year or two, he would require several hundred dollars.. A thousand dollars will put in a great array of stationery goods, if orders are placed in small quantities—dozens or even quarter dozens—of each kind, rather than hundreds or grosses. The publisher who has never been a merchant should occupy several years in getting his stock up to $1,000, unless he has plenty of space and help, without too arduous personal attention to his newspaper and printing activities.

The stock, of course, does not include fixtures. The cheapest glass showcases, with three shelves, now cost about $10 a linear foot; those of plate glass $20 to $30 a foot.. In other words, a six-foot case will cost from $60 to $180 now. Any dealer must sooner or later buy at least one case, because certain kinds of paper goods move very slowly and must be kept absolutely spotless. School tablets, pencils and many rapidly-moving articles need not be covered. Cases are needed for greeting cards, fancy booklets, box stationery, ink tablets, and other goods readily ruined either by dust or by dirty fingers. One requires only a few shelves which any carpenter will put up for $10 or $20, in order to begin selling school supplies.

In purchasing goods, the best way is to imitate somebody else. Visit a neighboring town and ask the dealer there all the questions that you would feel too modest to ask of your prospective competitor at home. Write to McClurg & Co., Chicago, or other wholesalers, for their dealer's stationery catalog. Visit the retail and wholesale stores in nearby cities and they will not hesitate to answer questions.

The publisher-printer will have to do a world of experimenting and must exercise extreme caution against purchasing goods which cannot be sold quickly, if he has never been in the line which he is undertaking and cannot afford to employ a clerk of experience. In the beginning I advise buying only what he knows that people

are buying all the time. Pencil tablets are in constant demand, and one can buy them with a picture of one's own place of business on the front cover, at small additional cost, containing enough leaves to put competing stores at a disadvantage. Newsprint cut 8½ x 11 may stand around six months without a purchaser, even though offered at 6 cents a pound, all because the public does not know about it; but once get the farmer and the commercial schools accustomed to coming for it, and reams can be sold at a fine profit, putting other merchandise out of the race. The same may be said of 16-pound cheap bond. This department should, of course, do a cash business.

New departments do not ordinarily make profits for several years.. Until gross receipts amounted to several thousand dollars a year, profits could not be large enough to be discernable, even were they made, because the various expenses, time and moneys would become so readily mixed in the average printing shop. However, even were there no profits worth considering for several years, the plan affords several other advantages: It offers an income-producing enterprise (if only at cost) to cover the overhead on a part of the floor space; it adds one small but permanent and regular advertiser to the newspaper's clientele (the store department should pay the newspaper, on the books, like any other advertiser); it gives the listless bookkeeper or cashier something to do, or requires an additional cheap clerk who uses no expensive machinery and whose time adds nothing to the overhead; and eventually (besides attracting some printing and advertising) a stationery store will afford the mechanical department some work—it will suggest a considerable number of fill-in jobs for the composing room, pressroom and bindery. So, if the store does not make a cent of actual profit, much advantage has been derived from its use as a feeder for other departments.

Dallas Resigns From Monotype Company

Joseph J. Dallas who was formerly international organizer for the Typographical union, in charge of the office of the Emergency Fleet of the U. S. Shipping board for New England, Quebec and the Provinces for a year, and for the last two years assistant manager of the Boston office of the Lanston Monotype company, has resigned from the latter company.

Mr. Dallas is now general manager of the Boston Graphic Arts exposition with an office at the exposition headquarters, rooms 908-909 Rice building, 10 High street Boston. Mr. Dallas will have working with him Executive Secretary John N. Fielding.

The Boston Club feels that the affairs of the exposition are in the right hands. They have absolute confidence in his ability to look after the finest detail. The exhibition, the craftsmen, the master printer and the public are assured that they all will participate in the best exposition of graphic arts ever held. The Boston club knows no better service could be rendered by any one than that service which Mr. Dallas is now giving to the exposition. He is fair and just and best of all a diplomat.

Craftsmanship Personified—In Competition With His Son

By H. W. WINSBY
In *The Trade Compositor.*

WHY this wave of price cutting that seems to be sweeping the printing industry? Let us analyze it.

The motive that impels price cutting is either fear there is not enough work for all and that one will not get his share unless he does it for cost or less, or, one simply does not want to see his competitor prosper and is using dishonest means to take work from him and do it without profit.

Price cutting from either motive reacts against the price cutter, for, in the first instance, he does not increase the amount of work to be done but he merely lowers the standard for all work and probably loses some profitable job to someone else who cuts the price in answer to his challenge. In the second instance the wrong motive is so apparent to all that it does not need explanation. We reap what we sow—there is no discount in the law of justice.

Is the price cutter honest to his customer? No. Why? Because he gives his customer a wrong sense of value to pass all along the line.

Is the price cutter honest to his competitor? An emphatic "No!" is the answer you will give. "United we stand, divided we fall."

Is the price cutter honest to himself? No, he is not. He is not giving himself a square deal. He is denying his ability to get business at a reasonable price, limiting his own thought, and he experiences the words of Job: "The thing which I greatly feared is come upon me."

Poor, Poor Fish!

Carl Moebius of the Moebius Printing company, besides being a good printer, is a sportsman of no mean caliber. Carl goes a-fishing occasionally. Ice fishing, this winter, has been particularly good on the Wisconsin lakes. Yet Carl feels he has gone the patient angler one better, Witness:

"Say listen!" says Friend C. M., "I have a theory
Relating to the capture of game fish
The idea is a good one, as perhaps you will agree,
It's simple, too, as anyone could wish.

"Consider the poor fish in waters frigid,
So cold and desolate beneath the ice,
No doubt that he is chilled till almost rigid,
Would not a little shot of 'hootch' be nice?

"I'm sympathetic, naturally, so temptingly some 'moon,'
I'll place at some pike's icy door,
And when he rises gladly to accept the cheering boon,
One wallop ends his troubles evermore."

Creating Good Will Among Farmers

Personal Contact with Farmers and Correspondents Makes for Prestige and Business—How a Weekly Newspaper in Northern Wisconsin Strengthens Its Subscription List and Good Will

By HAROLD E. MCCLELLAND

THE mail had just arrived, and a farmer, leaning against the gate, was curiously glancing at *The News,* a weekly newspaper from the neighboring town. It was marked "SAMPLE COPY," and was addressed to him.

Suddenly he noticed a picture, stared at it, then smiled, looked around at the large buildings and neat yard, and again back at the picture. Walking rapidly into the house without opening the rest of his mail, he showed the paper to his wife.

"Martha," he said, "What do you think of that? Our farm on the front page of the paper! And there's Billy and Jennie, and you and the baby. See, I was just coming out of the door. What does it say under the picture?"

Martha read the story of her husband's achievements as noted in *The News;* how he had come to the county when twenty, bought a small farm, and gradually added to his holdings till now he had 160 acres of fine land. They both smiled and at times beads of tears of gladness welled up within them as they recalled their early struggles against severe odds, then gradually the mortgage was paid off and they invested in better buildings and modern equipment and, finally, everything paid, they burned up the mortgage. And *The News,* somehow, relived for them these years of adversity, then prosperity.

Such was the typical result of the visit of "Rural editor" of *The News,* published in northern Wisconsin, to some farmhouse during the summer. The farmer who had been receiving sample copies of *The News* for two months, whenever there was anything of special interest to him, already realized the value of the paper's service, but it was this picture that made him a regular subscriber. Although he had not realized it, the picture and story was the clincher in a sales campaign which the paper had been making ever since the first visit of the editor.

Two months before, this farmer had been shocking corn when the rural editor of *The News* drove up in a runabout.

"Wonderful year for corn, isn't it?" asked the editor as he walked over to where the farmer had stopped his team.

"Yes, best in years; but the grain is worthless, and the potatoes are blighted," the farmer answered.

"Did you see what the county agricultural agent said last week about spraying potatoes? He had a story in *The News* about how these burned and blighted potatoes might be saved. Here is a copy. Probably you would like to read it."

The farmer was interested. Here was something that showed him how to save his potato crop. The rural editor enumerated some of the articles in recent issues of *The News* that would be helpful. He offered to send for more information from the state agricultural college.

To get the farmer's subscription to the paper, of course, was the editor's object. Money was scarce, however, and the farmer did not feel inclined to sign on the dotted line even then. But the editor was not through.

"Mighty fine place you have here," he remarked with sincerity.

"Yes, it was all wild land when I bought it."

"I'd like to take a picture of the place, just to show what really good farms we have here in this part of Wisconsin," the editor suggested as he reached for his camera.

"Well, yes; I guess it'll be all right. Want to have the folks in it, too?"

"Surely. How about having them stand by that tree in front of the house?"

"All right. I'll go and get them."

In a short time the editor had taken a picture of the house and family, and another of the barn. He had written the farmer's name and address, together with information concerning the farm, in his book, and could say something specific in the story he would have accompanying the picture when it appeared in the paper. Then he went on to the next house and repeated the process.

When these pictures appear in *The News* as the clincher of the campaign it is seldom that the farmer does not subscribe. As he has been made to realize the value of the paper, all that remains is to touch his pride.

The subscriptions are not the only aim of the editor, for he takes pictures of the buildings of farmers who are already on his list. His aim in both cases is to create good will for the paper and also to get real news. Good will is a valuable asset to any business, and in the weekly newspaper field it can be made the basis of a healthy circulation among the farmers, the real buyers of the community.

A large circulation, part of which is "deadwood," is not worth much. But if all of the subscribers believe in the paper and put in a good word for it at every opportunity, the strength of the list is increased an hundredfold.

The method is inexpensive, for the costs are divided among the soliciting and news-gather-

ing branches of the paper. The editor looks after all rural correspondents and their copy, picks up news items and advertisements and covers the more important farmers' meetings, besides soliciting the farmers' subscriptions. This system is not without favor as a means of personal contact between the editor and his corps of correspondents. Then, too, the farmer is human, and he likes the personal contact with the editor and he feels his importance as a factor in the community life the more because of this contact.

Intertype "Kiddies' Night"

The employees of the Intertype Corporation held their first annual "Kiddies' Night" in Schwaben Hall, Brooklyn, on Friday, December 23rd, 1921. Hundreds of children with their parents and friends filled the hall to capacity. The first part of the evening was devoted to games, songs, and a minstrel show. Later, Santa Claus himself appeared, and he brought a present for every child under twelve years old. Each child also received a box of candy and a stocking filled with nuts and fruit. The party was managed under the direction of a committee composed entirely of intertype employees.

Move Compositors' Stands Away From Wall

In the greater number of composing rooms the compositors' stands are arranged in such a way that one end of each stand is close to a wall. We refer to both steel and wood stands having either one or two tiers of cases at the back.

Many hours of time can be gained for the composing room by the simple process of moving the stands away from the wall, leaving an open space between the end of each stand and the wall—a space wide enough to allow the compositors to walk through.

By this plan the compositors may walk around either end of a stand, instead of having only one passage-way in each alley. On frequent occasions the compositor finds it necessary to procure type or other material from a neighboring alley, and by having open space at both ends of the stands, he can quickly reach the point where the desired material is located without wasting footsteps.

This arrangement of stands makes it possible to prevent dust, waste paper, etc., accumulating between the ends of the cabinets and the wall.

Many of the larger concerns are now following this plan with a noticeable increase of production, and it is an improvement which can be made in small and medium size composing rooms with the same good results.—Frank Lobart, in Challenge *Printer's Album.*

South Dakota State College Fostering a School of Printing

IN the December issue of the National Printer-Journalist there was published a list of printing schools where operation of composing machines is taught in conjunction with printing. Though it was thought the list was complete, it develops that one of the best schools in the country was overlooked. South Dakota State College of Agriculture and Mechanic Arts has a school of printing and a machine composition school whose standards and course of instructions are second to none in the United States. There are twelve instructors teaching the subjects required for graduation and for a student to receive his bachelor of science degree in printing.

Students are all picked students. Capacity of the school is thirty students, twelve in the composing machine department and eighteen in the printing classes. Equipment is representative of all of the machines on the market. The intertype, the linograph and the Mergenthaler machines are used. The majority of the machines are intertypes. However, the instruction given is not partial to any manufacturer.

It requires three months for a student to complete a course in composing machine work, provided he has had previous printing experience. If he has had no previous printing experience and cannot pass this examination he is required to spend three months in a printing class preparatory to machine work.

Seth Thornton, director, writing about the school and its course, says:

"We believe we have a system that will attract a much better class of students than any other school in the country. This policy holds good because every student that we have sent out has made good."

Last August South Dakota, Minnesota and Iowa editors in a joint meeting at Brookings, inspected the school. They were surprised to find it so complete and the courses of instruction so thorough. After a visit they gave it is their opinion that instruction with the mechanical trades in a college of repute is beyond the experimental stage.

Views of the Machine and Hand Composition Departments.

Intimacies of Printers' Type Metals

Care and Treatment the Big Factors in Maintaining an Economic Standard.

By L. D. STAPLIN

Mr. Staplin, with some 22 years' experience as a metallurgist and metal merchant, invests the vast fund of knowledge he has gleaned from his close connection with the production of printers' type metals in a series of articles that will be the most complete and comprehensive ever published in any printers' trade journal. The accompanying article is the second installment, Mr, Staplin is now associated with the Metals Refining Company, Chicago, with plant located in Hammond, Ind. Here the renowned Wilkes type metals are being manufactured.—EDITOR.

THE substance of the first article in this series gave the consumer a method by which he could accurately select fine type metals and a definite basis as to what constitues a fair price to pay for it.

Ordinarily the consumer makes the mistake of thinking everything is all right if he does not hear complaints from the operators or machinists. Yet many mechanics having to do with metals do not always know, when difficulty besets them, that the quality of metal is at fault. The result oftentimes is low grade work. The boss loses, as the cost of delays to pressmen *"waiting to change type,"* due to faulty faces, often reaches a considerable sum. It is a loss which is frequently not brought to the manager's attention.

Ordinary type metal will, if carefully investigated, prove to cause so many delays to the operators that when their waste in cost is considered it proves more expensive than the finest metal that can be bought. Therefore comes the old saying of the shrewd buyer, "It saves although it costs more *because it saves time.*" That the printing industry is alive to the situation and is gradually becoming more discriminating in its buying is attested by the fact that metal refiners who deliver the uniform high quality demanded are the ones who enjoy the best patronage.

METAL LITTLE KNOWN BY BUYERS

Many buyers have altogether the wrong impression about type metal buying. They base their decision to purchase upon the financial judgment that all large refiners produce alloys of at least approximate equal service value. How far they are from correct they would quickly learn if they would only select random ingots from deliveries and submit them for determinations upon arsenic and copper content, to a strictly reliable chemist such as Ledoux & Co., Ricketts & Banks or Constant & Co., of New York City, all of whom specialize in these analyses and are therefore dependable.

No matter how fine a general chemist may be, one should never go to them for type metal analyses. The writer's experience is that 98 per cent of their reports are inaccurate. In sending in your sample of metal to be analyzed ask that the copper be titrated, otherwise the test may be reported upon a color determination which is apt to be "off" if the metal contains (as it very frequently does) enough iron to affect the color.

It is my belief that when one carefully analyzes the ways in which type metals are used, the price paid for labor in refining, the expensive equipment employed and their responsibility in performing their purpose without delays and then, in conjunction with that, takes into consideration the nature of alloys themselves and gets down to cases upon the difficulties of manufacturing fine type metals, he will realize that there will never be more than a very few manufacturers willing to employ the necessary equipment and safeguards to warrant delivery of desirable type metals. In fact after many years of careful effort to master the metal business and, being willing to give all due credit to brother manufacturers who are thorough, the writer knows of only two concerns whose products are positively dependable and desirable, if fine quality is desired. And, having studied the uses of type metals and their potentialities as a factor in good printing, I believe that only the finest type metals warrant consideration of the user; and this applies particularly to the user who is a student of economics.

RESMELTING IMPORTANT DETAIL

One detail which is probably of greatest importance and which has been most grossly neglected is the care given the metal during remelting and pigging. Many buyers are specially particular to purchase fine type metals, yet they overlook the fact that *metal is no better than its care,* by paying little or no attention to the routine employed in pigging. In the type metal situation it is important because he can not produce the finest work without fine type metal and it must be carefully treated in remelting if it is to remain fine and satisfactory for his requirement. Therefore the first essentials are to get fine metal, then take good care of it. See that the pigging is carefully performed. The following points are suggested as the necessary operations to be performed in pigging:

If using linotype and monotype metals, keep them separate and carefully sort before dumping into the remelting pot. A "sand-sifter"

screen with half-inch mesh will save time in sorting. By allowing the two metals to become mixed, the monotype may be made so soft that it may not serve its purpose, while the linotype metal, if too hard, will foul mouthpiece holes, resulting in stuck slugs, poor face, be hard upon matrices and aggravate back squirts.

Old leads and old foundry type should never be deposited in linotype or monotype metal. Much less should stereotypes, electrotypees or tops of halftones or zincs be permitted to become mixed with either monoytpe or linotype metals. Copper and zinc are arch enemies of good, smooth-working type metals. Old electrotypes and stereotypes, copper and zinc plates should each of them be kept separate and sold as junk.

As soon as the mass of slugs or type has been turned into liquid in the resmelting furnace, examine the surface residue and immediately skim off any brass matrices or rules. Tin, when liquified, is an acid in its action toward zinc and copper. Copper can not be melted under 1900 degrees F., but if immersed in a bath of tin at 850 degrees F., it will be absorbed and taken up by the tin. Brass is an alloy of copper and zinc. Both are detrimental to type metals. Therfeore brass should not be allowed to remain in contact with the metal by lying in the residue and soaking in the heat.

Should Not Be Overheated

Allow the metal to heat up until hot enough to brown an inserted strip of paper before skimming off the dross. Clean dross will harm nothing and it acts as a non-conductor of heat, holding the heat in the metal, thus hastening its heating and economizing on time.

Then (if there is no danger of fire from adjacent walls) throw a half teacupful of ordinary machine oil or tallow upon the metal and quickly ignite it. While the flame burns, stir it vigorously in contact with the dross.. Since dross is oxygen combined with metal, the flame will consume much of the oxygen and liberate the metal it held, which will pass back into the pot.

If enough stirring and oil flame are applied, the dross will be turned from a heavy metallic skimming into a fine brown powder and it should be skimmed into the dross drum and the pigs immediately poured. This will insure the pigs being cast from metal that has just been thoroughly stirred.

If, during the work of pouring pigs the workman is interrupted and it becomes necessary to leave the job, when going back to the job the metal should be again thoroughly stirred before doing any further pouring. If metal is allowed to remain liquified without stirring, the tin and antimony will rise to the top, like cream upon milk, and pigs poured from separated metal will cause trouble.

Don't use patent "dopes" for cleaning the metal. The finest cleaning is done by gently boiling the metal while it is heating by immersing a small piece of green wood or potato and keeping it at the bottom. When metal trouble appears, don't "guess" about the remedy. Send your metal merchant a sample of the metal and describe your trouble. Their analysis and instructions will giive you the remedy, and save you money.

* * *

NOTE—Mr. Staplin advises, where possible, that a half teacupful of machine oil be stirred into the remelting pot, when resmelting. This may not be advisable in resmelting metal for use in composing machines employing circulating matrices.. Manufacturers of such machines contend that oil used in remelting metal deposits on the matrices, which accumulation oftentimes results in retarding the smooth running of matrices in the channels. Yet it may be that Mr. Staplin, in suggesting a "half teacupful of machine oil," implies that such a quantity, mixed with, say a half ton of metal, is an enervating and purifying agent rather than detrimental in its effects, and that so small a quantity of oil would not in any event be sufficient to permit of its lodging on matrices in the casting operation.—EDITOR.

Paper Cutting Knives in Our Industry

Precision of Cut and Strain-Freedom on Machines Depend Upon Selecting Good Knives and Maintaining Their Standard

THE proper use and care of paper cutting knives and correctly manufacturing them are important items in the conduct of our industry. No tool or piece of equipment we use is so little understood or appreciated as paper cutting knives, though better knives are made today than ever.

In days gone by one item, that of tempering knives, was done by the color of the fire or of the steel as it was being heated. Occasionally you hear the statement, "We don't get as good knives as we used to." Imagine for a moment several men making a certain grade or kind of paper and testing it by hand exclusively and all agreeing it was of a certain test without the use of the various necessary testing instruments; or, in making paper, throw an armful of pulp and an armful of something else into a beater and say, "That will make this or that grade of paper," and expect the same result today you secured yesterday!

Paper cutting knives are made under exacting conditions as are tools of the finest precision and accuracy. The control of heat, whether in the process of forging, hardening or tempering, is essential. The best instruments to regulate

and control the various heats are used and careful records kept. In this way good knives are made every day, and one day like another.

The manufacture of machine knives begins, properly, with the conversion of the raw materials. Laboratory samples taken at random from shipments are analyzed and tested for ingredient contents, hardness and surface defects such as seams and decarbonization and internal defects.

The methods of machine knife manufacture vary according to the sizes and materials. Welded knives such as paper cutting knives; the making of suitable forgings, is the first process. These are then trimmed and sheared to approximate finish size; then rough ground, hardened, tempered, rough beveled, surface-ground to uniform thickness, finish-ground, drilled and beveled sharp. At each step in the process the knives are straightened and inspected for defects.

Prior to packing for shipping a final inspection and scleroscope test is made before the O. K. stamp is applied. This stamp signifies the guarantee behind which the manufacturers stand.

Care and Resharpening

The care and grinding or resharpening of paper cutting knives is an important item. Too much stress cannot be laid upon this factor which makes for the successful use of knives in the graphic arts industry.

Conditions vary so, in different sections, and in cutting various grades of stock, that it is impossible to devise rules for the care of paper knives. Yet there are fundamental rules that apply generally. Primarily, as soon as a knife is put to use it begins to wear. Naturally, use sooner or later results in a dull edge. Then the knife must be sharpened, and the cutting edge put in proper condition. This can be done by honing, but it is only a question of time before the knife must be ground. Therefore the most important items in the care of a paper knife are honing and grinding. The men doing this work should know the construction of a knife, and, as the grinding is done with a manufactured wheel, they should know the principles governing the action of the grinding wheel on the edge of a knife. They should realize the important part the paper knife plays in the operation of a plant.

The cutting edge of the paper knife is a high grade of high carbon tool steel, welded to a backing of a lower grade of steel. Knives vary in thickness from $\frac{3}{8}$ to $\frac{3}{4}$ of an inch. The high carbon steel is $\frac{1}{4}$ to $\frac{3}{8}$ of an inch thick; the bevel is from 1 to $1\frac{3}{4}$ inch thick, making the cutting edge of the knife very thin, which it must be to do the work required. After the knife is hardened and drawn to the proper temper, the high carbon steel is very much harder than the backing, which, being so low in carbon, will take little, if any, temper. In grinding, stock must be removed from two grades of steel. In addition, the point of contact is broad, and the grinding, being done on thin stock on the high carbon side of the knife, the thin edge is very easily injured.

If a portion of the knife, or the entire surface of the knife is heated sufficiently to draw the temper, that knife afterwards is of little or no use for cutting paper. If the knife is blued or checked in grinding, the steel is ruined, and if a knife so injured is of any further use, the steel must be removed below the injured part.

Water is, or should be, used in the grinding process,—not as a means of reducing heat but rather to prevent its creation and radiation. It is a necessary means of keeping the work at an equable temperature, to obviate heatings as well as distortion. The water supply should be plentiful and steady,—better if applied at the grinding point, and with sufficient force to keep the wheel face clean. Water also washes away the particles which wear off the wheel. This helps to prevent glazing. Clear water is better than water that has been used over and over, as the harmful sediment in the water that has been used has a tendency to fill up the face of the wheel, causing it to glaze, and a glazed grinding wheel will ruin a cutting knige in short order.

A grinding wheel must be kept running accurately, at an even speed, and true in its rotation. A wheel running out of true delivers a blow at each revolution, and since several hundred such blows are delivered per minute this will cause undue heating and drawing of the temper in the knife.

A free and cool cutting wheel, fed to the work at the proper pressure, will not leave a wire edge but will produce a feather edge. A wire edge requires more honing. To remove the false edge quickly, draw a piece of end wood across the edge of the knife. This removes particles of steel clinging to the edge. Then hone to a perfectly true, smooth edge. Should there be a rough place in the edge of the knife, although not noticeable to the naked eye, particles of fibre of the wood are liable to get in or catch on this rough place, causing it to break out.

Edge Must Be Smooth

These spots or places can be detected by drawing the thumbnail across the knife. The edge must be absolutely smooth to give perfect cutting qualities.

Proper honing is as necessary as proper grinding. In honing, the hone should rest on the full length of the bevel and the full length of the hone on the face side of the knife, thus keeping the edge true with the bevel.. If the knife is honed a number of times between grindings, this cannot be followed, as you are obliged to hone on the extreme edge and, consequently, will have a rounded edge. Some good operators will, in honing a newly ground

knife, round the edge slightly. No one knows why this is done unless, perchance, the operator thinks it the quickest way to get rid of the wire edge.

It is more economical to grind often and keep the cutting edge straight, than it is to hone or whet the edge as much as would be necessary with less frequent grindings, as one is very liable to whet low places in the edge.

The importance of the work which the paper knife performs warrants the best grinding equipment and this equipment, to insure best results, must be kept in perfect repair. If the bearings become worn, allowing play, it is liable to produce end motion to the wheel spindle. This results in high and low places in the edge of the knife. This condition will also occur if the runways of the carriage on the grinding machine are worn and do not travel through without lost motion, which means poor grindings, often costly grinding, and loss of knife stock.

Some suitable place should be prepared for the knives after they are put in operation, when not in use. They can be bolted on boards. This will protect the edge. It is so easy to nick the edge of a knife. Although it is only 1/32 or 1/64 of an inch, it is just that much loss of cutting stock, besides the time required to put the knife in shape again.

How A. N. Kellogg Revolutionized America's Country Press

M. M. Quaife, a special writer for the Milwaukee *Journal,* tells for the first time the romance of the patent insides; how Ansel N. Kellogg, at the outbreak of the Civil war, struggling along in those trying times with his paper, *The Republic,* at Baraboo, Wis., began the first real newspaper service that within a few years embraced within its fold the majority of the country press in the United States.

One of the most unexpected consequences of the Civil war, writes Mr. Quaife, working a veritable revolution in the conduct of the rural press of America, was worked out in the little town of Baraboo, by Ansel N. Kellogg, editor of the local paper, *The Republic.* Kellogg was a native of Pennsylvania and a graduate of Columbia college, who in early manhood came out to the Wisconsin frontier and took up the calling of a journalist. After a short sojourn at Portage, he removed to Baraboo in 1855, and here he was engaged in publishing *The Republic* when the Civil war began.

Grim necessity, ever the fruitful mother of invention, thrust fortune and fame upon Kellogg. His chief reliance in the composing room was Joseph I. Weirich. When Weirich enlisted in response to President Lincoln's first call for three-year troops, Kellogg found himself sadly handicapped in the conduct of his business. Musing over his inability unaided to get his paper out on time, he hit upon a happy solution of the problem. Going to Madison, he arranged with the State *Journal* to get out for him a supply of half-sheet supplements, printed on both sides with war news, to fold with his own half-sheets. While mailing this issue to his subscribers the thought occurred to Kellogg that if the awkward fact of his paper being in two pieces could be obviated, an excellent paper could be issued regularly, and at a decided saving of labor and expense. For the next week, therefore, he ordered two printed pages to be struck off on one side of a full sheet, instead of on both sides of a half sheet, and on July 10, 1861, he issued at Baraboo the first of the "patent insides" in the form which was destined to sweep the country.

The device of "auxiliary printing," as Kellogg christened his invention, had been worked out in England a dozen years, before, but for some reason or other it had not been taken up in America. Whether or not Kellogg was aware of the English practice, is not a matter of record. In any event, to him belongs the credit of demonstrating its practicability in America in the heat of the labor crisis produced by the outbreak of the Civil war.

Although commonly spoken of as "patent insides," Kellogg's device was not of a patentable nature. The *State Journal* undertook similar work for other Wisconsin papers, until in the course of a year or two it had 30 customers on its list. Meanwhile L. L. Terry of the Berlin *Courant* conceived the idea of forming a publishers' association for the purpose of printing inside sheets and a convention to discuss the matter was called to meet at Beaver Dam in March, 1862.

An untimely blizzard wrecked the convention, and Terry's project was abondoned. But in 1864 a Milwaukee paper entered the field, and with the twofold advantage of better transportation and of cheaper prices, the latter made possible by a development of a plan of advertising originated by Terry, captured the Madison paper's business.

A dozen years later the Milwaukee office was supplying "insides" to 200 rural newspapers.

Kellogg, unlike many inventors, was a very shrewd man of business, and little disposed to sit by while others reaped the fruits of his great idea. In 1865, therefore, he removed to Chicago and devoted himself to the "insides" business, "determined to furnish the best sheets that money and skill could produce."

The story is told that the prince of Wales (the future King Edward VII) while at Chicago in 1860 witnessed one night a Democratic torchlight parade. The next night a Republican procession filled the streets, and the prince was puzzled to observe that many of the marchers who were shouting lustily for Lincoln were the identical men who had marched and shouted for Douglas twenty-four hours earlier. Inquiry concerning this sudden conversion revealed, however, that the marchers had been hired for both occasions, and that their participation bore no relation to their political sentiments.

In similar fashion Kellogg, whose business soon throve, turned out "insides" of all styles and sizes and of all shades of opinions. At the time of the Chicago fire in 1871 he was supplying insides to almost three hundred weekly newspapers. Half a dozen years later he had establishments at St. Louis and Cleveland in addition to the one at Chicago. At this time the 15 firms in the country engaged in this work were furnishing "auxiliary printing" to more than two thousand five hundred rural papers.

Kellogg's idea made him a millionaire. Of far more public importance its widespread adoption worked a revolution in the rural press of America, the far-reaching consequences of which defy measurement. Yet our formal histories of the press in America, while devoting ample space to such matters as the general idiosyncrasies of certain famous New York editors, utterly ignore this development, and one will search them in vain for any mention of the name of A. N. Kellogg, the man to whom above any other it is due.

THE FOREMAN'S FORUM

This department is conducted for the benefit of foremen and superintendents. Executives and those aspiring to executive positions are invited to use it freely to discuss any and every phase of printing plant operation. Ideas and suggestions on new ways of doing things are especially sought. Address all communications to the editor, Montgomery building, Milwaukee, Wisconsin.

Care of Printing Plant Machinery Essential

Take Good care of each piece of machinery and equipment—try to get as much good work out of it as the maker built into it.

The above admonition might very well be indelibly impressed on the mind of every superintendent and foreman in the printing business. To the executive in charge is charged the responsibility of producing the work brought into the plant. And producing it does not merely mean "turning it out." In each order is inherent, or should be, the element of service that betokens a satisfied customer and will yield that one business asset, *permanently profitable patronage.*

It is not necessary to recount the innumerable offices in the United States wherein the machinery is permitted to go to rack and ruin for want of a little care. They are everywhere. They are, moreover, liabilities which weigh the industry down and are the means of holding the craftsmen in that plant in a slovenly mien for turning out work rather than putting their best foot forward as artists in an art rather than plodders in just a trade.

Upon the executive devolves the responsibility of keeping things ship-shape. An hour a day devoted to cleanup and wiping of machinery in the average small town plant is sufficient to keep it bright and shiny. Machinery which is inspected every day is bound to be always running when it is needed most. That which is permitted to hump along without attention, except for the occasional squirt of oil that is "aimed" at the oil holes, will never produce satisfactorily,

Perhaps no piece of machinery in the plant requires such indulgent care as composing machines. From the very nature of the work they perform they are built of intricate, delicate parts. The wonder is they continue to run day after day with so little attention. It is just another demonstration of the thoroughness of the manufacturer who built into the machine stability that foresaw abuse, and therefore is able to withstand abuse to a certain degree.

Composing machines should be thoroughly oiled at least once each week. Oil cups should be inspected at least twice a week. They should be kept filled. Grease cups should be given a turn at least once a week and it should be observed that they *contain* grease. Oil holes should be filled only, not to overflowing. As each hole is filled, the surplus oil should be wiped away with a wiping rag. The most practical operators and machinists wipe as they oil; that is, they apply the oil and wipe the machine as they progress. Oil that is permitted to spill out of the oil holes soon gets to the belts or on to the distributor screws, or into places where it is harmful. Oil rots belts and deteriorates them more rapidly than usage and wear. Particles of metal should be cleaned off after each day's run. Slideways, such as the assembler slide, line delivery slide and channels, distributor shifter slide, etc., should not have oil. If these parts work laggardly verdigris and dirt accumulations should be cleaned out thoroughly and the runways polished. Oil used on distributors should be light. The vise automatic should be kept clean, free of metal accumulations and the spring in the vise automatic stop pawl should be kept of the proper tension. This spring inclines to breakage, sometimes splitting into half a dozen pieces. Inspection is therefore often essential. Pawl on vise automatic rod should be renewed if the contact edge is worn away,

Each machine, in turn, requires special attention. Stitching machines require a light oil and stitching boxes should be kept free of small particles of broken wire. Automatic, platen and cylinder presses take a heavier oil.

Belts should be kept tight, but not too tight. A loose belt loses purchase and does not pull. Power is wasted. A belt too tight wears the bearings.

Makeshifts in repairing machinery should never be tolerated except in extreme necessity. The makeshift is costly always. It will never permit the machine to which it is applied to function properly.

Electric Metal Pots on Composing Machines

An Illinois correspondent queries regarding the success of electric metal pots on composing machines. Are they practical? Are they as economical as gas? Are they troublesome?

The electric metal pot has proven to be one of the best appliances in the successful operation of composing machines. They are practical in every sense of the word. Less metal difficulty is encountered on an electrically equipped machine than where gas is used. Metal is kept at an even temperature, and the product is uniformly far more perfect than is the case with a gas-heated pot. No matter what the gas rate, or what the price of electricity, the writer firmly believes the electric metal pot is more economical than the gas pot. From the fact that the power can be turned off at night and switched on in the morning, it may be seen that fuel is saved. It requires an average of 45 minutes to heat the electric metal pot as against an hour and a half with gas. Also, with gas there is always danger of bursting the crucible when reheating, as metal, upon cooling, contracts, and of course upon reheating expands. If extreme care is not used in turning the gas flame low on relighting until the metal has become thoroughly warmed a bursted crucible may result at any time. With electricity the heating units are immersed in the metal, and the mass heats from the inside. Then there is no variation of the temperature through the day. The metal in an electric pot is always just right. With mercury governors and thermostats of various kinds

on gas-heated pots, it has yet to be experienced that even temperature control is always maintained. Naturally, under such circumstances more or less machine trouble results, causing delays. Delays cost money. The electric metal pot saves delays. The dynamic thermometer control is so finely adjusted and so accurate that an even temperature can always be maintained. While gas may be lower in cost than electricity as fuel, still and all, when productivity is considered economy lies on the side of electricity. Electric metal pots are not troublesome. Ordinary care, of course, is essential. Ingots cannot be dropped into the pot promiscuously, as is often done in the gas pot. They must be deposited in a manner that will assure them dropping down without interference with the plunger rod; and the pot must not be filled to a point where it is in danger of overflowing its regulated bounds. While molten metal cannot find its way to the wires in the later pots and thus burn off the insulation and short circuit the wires, the molten metal may run between the jacket walls and create disturbances.

General Information for the Executive

A Colorado query, coming from an aspiring foreman, desires information about a comprehensive series of books that will give him, in one collection, a sort of an encyclopedia of information on every phase of the graphic arts industry.

When a person is interested in his vocation to the extent of wanting to browse into books, it bodes well for that man's future. Oftentimes material for a good executive is hidden away in some obscure plant, or small town, where he does not, in his environment, have opportunity for observing the various practical ways for doing certain things. He hungers for information. He hasn't opportunity of visiting the larger plants where he can see what he is interested in. Books, therefore, in addition to trade journals, are his godmother. Perhaps no work ever coming to our attention is more complete and comprehensive than the "The United Typothetae of America Typographic Library." This library embraces volumes touching every phase of the graphic arts. It is the work of masters in every branch of the industry. It is the result of years of work and research. The library consists of ten general divisions containing a total of sixty-five volumes, each being an authoritative text-book upon some one important subject of the printing or allied industries. The volume is complete, except in a few instances, which are in process, and will go to subscribers as rapidly as completed. The work, as it now stands, is complete for all ordinary needs.

Breaking Up Jobs for Color

A Pennsylvania querist wants to know what the rule is for breaking up a job for color. How can one determine what portion of a job should go in, say red and what portion in black, in a two-color job?

Understanding of the fundamentals of color harmony are the essentials to successful color work. There are various books available on the subject. Type Designs in Color" is good, and there are quite a few others, all inexpensive. No one who is engaged in the higher art of craftsmanship should be without books by competent authorities on the subject they are interested in. We profit by the experience of others. Education and knowledge means merely adding our mite of experience to what others have found successful. Secure good books on the topics you are interested in, and *then study them.* The National Printer-Journalist can supply any book on any technical topic pertaining to the graphic arts industry.

IN THE WORDS OF JOB

PERHAPS one of the best demonstrations of the fact that printers are awakening to the need of interesting themselves, as employers, in the apprentices coming into the industry, and indicative of the necessity for "keeping up with the times," is given in an article by Charles F. Goodfriend, in the *Trade Compositor.* In sounding a call for the development of creative effort as an element of service, Mr. Goodfriend, in one paragraph, epitomizes his idea of craftsmanship:

It is all right enough to do the work that is given us, work that is laid out by other men; that is the easiest thing in the world. If a man sends me a page of copy and says to me, "That wants to be set up in 10 point Cheltenham Bold, 21 picas leaded," that is easy enough. But if a man comes to me and says, "Here is a bunch of copy that I want to make ten pages of type. There is no style to it; there is no attempt to lay it out. Give me a good job." If I can take that piece of work under such conditions and give that man a job, then I am a better man than he is; and I want to tell you that that is the service which is beyond price.

And here the human side of Mr. Goodfriend is aptly portrayed:

I have a son, a lad of 16 years of age just now, who is attending Stevens' Preparatory school. When he gets out of Stevens' school, I am going to send him to Carnegie "Tech," and he is going to take the four-year course. I expect when he comes out that he is going to be a finished printer in all that the word means. I have every confidence in that school down there, From representations which I have had I think it is a wonderful institution. When he finishes that course, naturally he is coming into my organization.

Mind you, he is going through the most finished school for printing in the country. When he comes out of that school he is coming into my organization. Do you think he is coming into my organization to pick flaws in it? Do you think he is going to cast his educated eye over the thing that I have spent the best years of my life in cultivating, and irrigating, trying to make it grow, and that he is going to regard it with withering contempt? Do you think that when he comes into my organization he is going to call me an old fossil, a "has-been" and a tyro? Not on your life!

When he comes into my organization he is going to find something upon which even he cannot improve. He is going to find the last word in efficiency, and my reward will be that I have retained the self-respect of my son, and I have instilled in his mind the knowledge that he is not a better man than his father has been, nor will he ever be.

The point that I am trying to make is this, and it is perfectly obvious He is going to school and he is going to get those things that I could not get; but the United Typothetæ of America is providing for the laymen the very same education that my son is going to get in Carnegie "Tech," and I propose to avail myself of the opportunities there created, so that when he graduates I will graduate with him.

Standard Service Moves

The Standard Rate and Data service, formerly located in Detroit, has leased commodious quarters at 155-165 East Superior street, Chicago, to enable them to better care for their grown patronage from a central distributing point. The company renders expert service on detail advertising rates and circulation analysis on all publications.

Intertype Get-Together Meeting

The Intertype Corporation held a get-together meeting of salesmen, department heads, factory executives, and general officers, from Tuesday, January 3rd, to Friday, January 6th. Several of the business sessions, as well as luncheons on Tuesday and Wednesday, were held in the Brooklyn Chamber of Commerce rooms. Other activities included trips through both the big Intertype factories, a theatre party given by the president Tuesday evening, and various business conferences in the company's general offices at 50 Court street, Brooklyn. Fifty-five Intertype representatives were present, including the branch office managers from Chicago, Memphis, and San Francisco, and salesmen from coast to coast.

Gathering of the Intertype Organization in Annual Convention

Interest in all business sessions was keen. The enthusiasm of the sales representatives was whetted to a keen edge by the news of the big Hearst and New York World orders for intertypes. Of particular interest was the reports of the company officers of business done the past year, and prospects for the coming year. The company is making rapid progress, and the organization to a man was particularly impressed with the air of activity which prevaded the manufacturing plants of the corporation.

Causes of Slur in Printing

Loose, springy and poorly underlaid plates.

Over make-ready, under plate or on cylinder; in other words, over-packing cylinder.

Failure to reduce packing for very thick stock.

Rollers not in contact with vibrator,

Bands not tight enough to cylinder,

Form locked too tightly with bed clamps, causing spring.

Feed tongues too high above tympan. This will sometimes cause sheet buckle.

Form locked with imperfect furniture or quoins, causing spring.

Poor justification and make-up.

Badly sprung chases.

Too much paste on overlays, or slovenly attached overlays to gripper edge of packing, or carelessly attached and cut underlays.

Loose register rask or segment.

Form too large for press, or set too near front edge of bed, thus printing after bed has commenced to slow down.

Knowing the cause, one should be able to overcome the trouble. Examine your own work first, then the compositor's, then examine the press.

Faulty make-ready is often the cause of bad register as well as slur.—Challenge *Printer's Album.*

Paste a sheet of silver tinsel on the face of an embossing plate. It will relieve the sharp edges and give a fine brilliant appearance to bronze and varnished embossing, besides preventing stock from cracking if the die is just a little bit too deep. Nearly all artists' material stores sell silver tinsel or can get it for you.—Challenge *Printer's Album.*

Get Away From Your Desk

From *The Vagabond,* a journal of wisdom despite its name, we extract this good advice:

Some business men are foolish enough to think that by chaining themselves to their desks they can become successful. E. A. Filene says that it was not until he began to travel around this country and Europe that his busines began to grow big.

"The man who sticks to his desk is a fool. The fact that he can't get away proves that he is a slave and not a free man. It also shows that he is an inefficient executive and has no right to be at the head of any business.

"The man who knows how to loaf knows how to live and also knows how to work."

This is particularly appropriate advice at this time when conventions of printers are being held in various sections of the country and when national and international organizations are getting together to consider business conditions.

Every printer should realize it is not only a duty but a real benefit to attend all the meetings of his group and state organizations.

This getting away from the desk or case or machine is not a waste of time and money. Those who attend most of such meetings are positive in their assertion that the business and trade tips they gather on such visits are worth many times their cost.

Watch them and you will see the printers who get away from their desks and their business are the prosperous ones. They do not get away because they are prosperous, but they become prosperous because they get away and absorb new ideas and learn how the other fellow makes his profit.

Changes in Ink Personnel

An important change in the printing ink industry is announced as effective February 1. Daniel J. Ryan of the Ault & Wiborg Co. severed his connection with that house and aligned with the firm of James P. Roach Co., Chicago.

Mr. Ryan is well and favorably known in the trade, having been connected with the Ault & Wiborg Co. for twenty-three years, in various capacities. His initial experience was gained in the parent plant at Cincinnati where his activities varied between manufacturing and sales. His schooling at the Cincinnati factory, where he acquired exceptional knowledge of manufacture, found him well grounded for branch house management, and he was subsequently sent to the St. Louis branch, being transferred to the Chicago branch in 1913, where for the past nine years he has occupied the post of assistant to Wm. H. Armstrong the local manager.

Mr. Ryan by his thorough knowledge of the manufacturing end of the business, coupled with exceptional sales qualifications, makes him a desirable adjunct to the business of James P. Roach Co. with whom he is becoming associated in the capacity of vice-president, and the company is to be complimented in adding to its organization a man of Mr. Ryan's calibre.

The James P. Roach Co. has since its organization, little more than four years ago, made rapid strides, having enjoyed a remarkable growth, becoming a decided factor in the industry within a few years.

As an evidence of the esteem in which Mr. Ryan is held by his former associates, he was tendered a farewell dinner at the University club, by Vice-President Caldwell, Manager Armstrong, and the local A. & W. force.

Harry S. Gates, formerly of the Plymouth (Wis.) *Reporter,* has taken charge of the advertising department of the Fennimore *Times.* Mr. Gates knows the business from end to end, having served his apprenticeship, and is known as a "born printer."

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Not What We Are or Have Been but What We Are to Be

Progress is not found in a recital of past performances. What we may be today is of only passing significance. Neither past nor present can mean much to the world unless these records may serve as a criterion for things that are to be. Not What have you done? nor What are you doing? but What are you going to do? That is the question for which a progressive world awaits an answer.

THE NATIONAL PRINTER-JOURNALIST, as a pioneer, could point to a past and contemporary record of accomplishment. No doubt its efforts have met with the approval of its many followers, but its editors are determined that what has gone before shall be but a stepping stone toward the real work which is eagerly contemplated for the future.

Each and every member of the staff, which shall contribute to the growth of this publication, looks toward the future with the sincere belief that though much ground has been covered in past years a far more extensive field lies ahead. To cover this field shall be the aim and policy of this magazine.

Specifically, we outline here a few of the purposes which we contemplate.

IDEALS OF CRAFTSMANSHIP

Printing is no longer a trade. It has developed to one of the highest of commercial arts, and with this growth has come a building of ideals. Whether it be a simple hand bill or the most costly magazine the aim of its producer is towards graphic arts perfection. It shall be the plan of this magazine to seek every source of intelligent and constructive information in the building of real art and present it to our readers.

PLANT EFFICIENCY

The promotion of good work can only come through the development of plant efficiency. No less is this necessary from commercial standpoints. For this reason a department will be maintained which will tell in a practical way of methods of plant arrangement which have contributed to better work. This matter will not be theoretical, but will represent actual methods in a practical way and will be illustrated with such matter as floor designs and blue prints.

CREATIVE AND SELLING IDEAS

There was a time when the job printer or editor of a small-town paper, in preparing various printed matter or advertising, would delve into his cases for a well worn stock wood-cut and, aided by his own rather vague copywriting, would produce matter that might get by satisfactorily.

That time is past. Business now demands real literature for selling. It is our purpose to present thorough, practical articles on the preparation of advertising of the right sort, as well as to discuss successful methods of selling this matter to prospects. This is a department of wide possibilities.

LEGISLATIVE MATTERS

Attention will be given to the question of legislation affecting the printing industry. National and state legislative bodies will be closely watched with relation to their action as regards the industry, and where harmful legislation is proposed this paper will lend itself towards defeating such measures.

SCHOOLS AND THE APPRENTICE PROBLEM

Generous attention will be given to schools of Journalism and printing. These are of genuine importance inasmuch as great development is being made toward the proper schooling of coming craftsmen. Another phase of interest is the apprentice question which is being given earnest consideration. A new idea with regard to apprentices is developing in all shops with

the aim being towards producing a higher grade of printer. We will offer much of benefit along these lines.

GENERAL ACTIVITIES AND DEPARTMENTS

Such regular features as Association News and Department of Criticism it is our intention to develop beyond the point which we have reached. We expect to grow for the reason that we shall serve. A purpose to aid and educate has always fostered the efforts of this publication, and with an amplified organization and facilities we can now really enter in earnest upon our mission. We pledge our best activities toward being worthy of being known as your one best publication.

The Composing Machine and Art

This paragraph recently came to the writer's attention in a school of printing house organ:

". . . . Linotype and kindred machines have bid heavily in our art. In the old days of hand composition we would not hesitate to respace a line of type that by so doing would make a page look better. It is quite another thing to have to wait for a machine to be changed over to have this line recast. So we let it go, and as a result, we are weakening our character and hurting our art." . . . .

We are out, all of us who appreciate the importance of our industry and its ennobling virtues, to make it representative of true art. Why, then, does it in any sense belittle or make inferior a job that is composed on the linotype, intertype, linograph, ludlow, monotype, or whatever composing machines may in future come into our industry? An artist runs true to form, whether he composes type by hand or operates a composing machine. Put the same constructive thought and intimate care into machine composition that you devote to hand composition and you will be pleased, you will be astonished, at the results.

Because we are in a machine age, and because we hope to continue to develop the wonderful contrivances that have blazed a new trail for civilization, we are ingrates as regards appreciation of the efforts of our forebears if we do not pull ourselves up by our bootstraps and take a new step forward in education in craftsmanship, in appreciation of art, and strive to put into machine composition a little of the thinking that will accomplish so much in matters typographical.

Stuart, Typographer, Pittsburgh

Some particularly pleasing pieces of printing issue from the studio of Edwin H. Stuart, typographer, of Pittsburgh. As a part of the service he renders his growing trade, Mr. Stuart publishes monthly "Typo Graphic," a house organ that is unique. Some intimate details of type, design, ornamentation and arrangement are used to acquaint the buying public with Stuart service.

Mr. Stuart is a graduate of Carnegie Institute of Technology. That he absorbed the splendid training of this truly remarkable institution is evidenced by the high quality of his work. Lately John T. Hoyle, head of the school of printing, Carnegie Institute of Technology, has joined the Stuart forces more in a consulting and advisory capacity. The Stuart organization is composed almost entirely of Carnegie Tech. graduates. They have been signally successful. In ensemble, as well as individually, they are splendid testimonials of the thoroughness of education in craftsmanship taught by Carnegie Tech.

We hope to reproduce some of the works of Mr. Stuart and his associates in an early number of the National Printer-Journalist.

Striking Example of Direct-by-Mail Publicity

Master minds in the graphic arts industry, working in harmony with the copy-writers who put the message of publicity across, in our present era of returning to the beautiful and sublime, have evolved some masterful pieces of direct-by-mail publicity.

By the Kier Letter company of Chicago is produced a handsome letter that is unique. This firm, known as one of the foremost letter shops in the country, recently brought out for a large clothing manufacturer a dealer-to-consumer letter. Of a size to be conveniently enclosed in a No. 10 envelope, the letter was printed on one side. A handsome art border, printed in pale olive, enclosed in a panel at the top an illustration, in three colors, depicting a sporting scene. Below this, in a panel, appeared the dealer's name and address. Then in the large panel, taking up the major portion of the sheet, done in facsimile typewriter, with signature hand-written with pen and ink, was the dealer's letter—a good, desire-creating, selling argument that must have brought results.

The reason for the success of a *going* concern is not far to seek. A sales campaign, founded on principles such as incorporated in Kier service, are not "shots in the dark." They bring home the bacon.

Press Comment Used Effectively

The necessity of preserving forests of the United States and of developing new timber tracts to insure future supply was emphasized at the hearing in Washington, early in January, before the Congressional agriculture committee on the Snell-McCormick forestry bill by George W. Sisson, Jr., Potsdam, N. Y., representing the American Paper and Pulp association, of which he formerly was president. A far-sighted forestry policy is needed, he declared, adding that the industry had been doing what it could "under discouraging conditions" to keep forest lands productive.

Charles Lathrop Pack, president of the American Forestry association, introduced a novelty at the hearings by presenting a battery of scrapbooks filled with newspaper clippings and editorials, all indorsing the forest policy bill.

"I won't take up your time with figures," said Mr. Pack. "There are experts who will do that, but here are examples of what 'the voice of the country' is saying. That voice is unanimous for action. Therefore I ask the committee to hear and approve of this forestry legislation which is so vitally needed."

Vandercook Issued Patent

Robert O. Vandercook, originator of the modern proof press which bears his name, has been granted letters patent on a non-slipping driving device that is claimed will displace racks and gears as a means of positive driving means. In machine construction it is often desirable to have the positive motion that is given by racks and gears where the rack and gear would be detrimental because of the lack of space and other reasons.

For instance, the roller trucks of a Gordon press work better when given a positive non-slipping motion. By applying Mr. Vandercook's patent to Gordon press roller trucks the desired results are obtained in a most satisfactory manner.

Characteristic of Mr. Vandercook, and pursuing his policy of never selling a patent, on the theory that whatever is good enough for any other manufacturer to buy is good enough for him to keep, the inventor most likely plans to manufacture the driving device under the firm name of Vandercook & Sons, whose offices are located in Chicago.

The Linotype and the Coming Year

The annual convention of the New York agency of the Mergenthaler Linotype company was held on December 28 and 29 at Linotype headquarters, 29 Ryerson street, Brooklyn. All the representatives in the territory were gathered, and, in continuous session with the Company's executive officers, discussed every aspect of the printing trade in which the linotype could play a helpful part. Field reports presaged a healthful business outlook. Heads of production and service departments discussed plans and methods for meeting all demands that may arise,

Walter H. Savory, representative of the vice-president and general manager, speaking on "Smoothing Out the Kinks," said that mammoth though the company has grown, it has never lost interest in the problems of the smaller printer-business man, and that it will continue to give him the same high degree of service that it renders the biggest powers in the industry.

In an address on "Production and Its Relation to Costs," C. A. Hanson, general works manager and recently elected fourth vice-president of the company, described the cost-accounting and cost-control system which not only keeps the organization always informed about the precise cost of every part, every accessory and every machine, but also makes possible the devotion of every operation to the maximum results in quality, by elimination of every item of non-productive expense. Mr. Hanson, as well as other speakers, emphasized the grave fact that only an alarmingly small percentage of manufacturing concerns actually know their costs, with the natural result that sooner or later they must either go out of business or reorganize. He showed how the Linotype company is able to determine the exact cost of even so slight an operation as changing the location of a single screw in any machine part.

Joseph T. Mackey, secretary and treasurer, announced that there was much reason for anticipating an exceedingly satisfactory business activity in 1922. He explained how the conservative management of the company's affairs resulted in a decisive increase in manufacturing facilities at the right moment, thus enabling the company to give better service than ever before to the linotypes operating around the world.

Norman Dodge, general manager, spoke in a similar strain in his address on "World Conditions and Their Effect on Our Business."

L. H. Potter, manager of the foreign department, describing "The Linotype in Queer Corners of the World," told of composing machines operating successfully in the South Seas, Africa and other remote regions, and described the forbidding and apparently impossible conditions under which he had found linotypes working and delivering satisfactory product.

Thomas J. Mercer, third vice-president, spoke on "Synchronizing Collections with New Business."

Other discourses of significance to the Linotype user were "Several Kinds of Linotype Education," by Harry L. Gage, of the department of Linotype Typography; "Making the Linotype Fit the Job," by John R. Rogers, consulting engineer; "Special Orders Need Special Attention," by C. H. Griffith, assistant to the general manager; "Service—Past—Present—Future," by C. P. Gurnett, manager of the service department; "Electricity and the Linotype," by E. L. Tanner, electrical engineer of the organization; "Trade Opinion of Linotype Typography," by Frank A. Bacon, special Linotype typography representative.

The convention ended with a dinner given in the great upper hall of the matrix building on December 29, attended by the New York agency representatives, the officers and executives of the company, works executives and managers, members of the shop committee, foremen and assistant foremen.

A point brought out during the talk at this "get-together dinner" was that the Mergenthaler Linotype company was the first corporation in the world to introduce group insurance for its employees. It was also stated by Mr. Mackey that the plant has long been the standard for health and accident insurance company practice, and that fire underwriters, health officials, labor inspectors and others agree in rating it as being practically one hundred per cent satisfactory. The shop representatives told of the various systems and methods for production. The shop committee plan and operation was enthusiastically acclaimed a brilliant success.

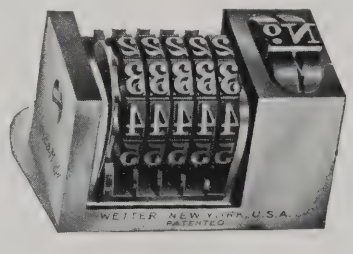
Linotype-Composed Specimens Win Prizes at Convention

One of the facts brought out at the convention of the Maine Press association, at Hotel Falmouth, Portland, January 12 and 13, is the important and significant one that more and more printers and publishers are coming to appreciate the superiority of machine composition, and that the product of the modern composing machine is steadily supplanting hand-set matter for all classes of printing.

Two typographic contests were conducted in connection with the meeting—a newspaper and a job-printing contest—and five out of six of the prize-winning specimens were composed on the linotype. In the newspaper contest the first prize was won by the Houlton (Me.) *Times;* the second, by the Bath (Me.) *Independent;* and the third, by the Skowhegan (Me.) *Independent Reporter.* In the job-printing contest the first prize went to the Southworth Printing company of Portland; the second, to the job department of the Lewiston (Me.) *Journal;* and the third, to the job department of the Houlton (Me.) *Times.*

American Numbering Machine Company Reduces Prices

The American Numbering Machine company of 220-230 Shepherd avenue, Brooklyn, N. Y., have reduced the prices on their standard typographic numbering machines. The Model 30 five-wheel machine which formerly sold for $20.00 is now $16.00. The Model 31 six-wheel machine which formerly sold for $22.00 is now $18.00. It seems that these sizable reductions would bring the price of standard American Typographic Machines within reach of all printers.



The manufacturers have felt that a great many printers throughout the country were in need of new numbering equipment but hesitated buying on account of what seems to them high prices. The American company is preparing for big increase in business on the new prices and have, therefore, increased their production to take care of this increased demand. The machines have not been changed in any way and are made exactly the same throughout both in material and construction as when they sold for the higher prices.

Change in Name

Owing to a confliction in names with another publication the Porte Publishing company of Salt Lake City announce that the Semi-Monthly *Ad-Vantage,* will be changed to the Semi-Monthly *Ad-Viservice.*

This new addition to the Franklin Printer's service has met with a wonderful reception. Many publishers claim that they have increased their business considerably through having this service.

Paper Men in Annual Conference

The annual conference of the American Writing Paper company, always held during the opening week of the New Year, proved even more successful this year than on previous occasions. Enthusiasm was the key-note of all of the meetings, which were held at the main offices of the company in Holyoke, Mass., and a good deal of optimism prevailed as to the outlook in the paper and printing industries for 1922.

Branch office managers and salesmen from every section of the country, as well as members of the general service department, were in Holyoke for the conference. Among the representatives in charge of the company's sales forces in various cities were R. D. W. Ewing, New York; W. B. Snyder, Philadelphia; Creighton W. Whiting, Chicago; Guy V. Norwood, Washington, D. C.; and Geo. Rodier, San Francisco.

Other salesmen present were F. W. Hastings, L. F. Peck, C. Allen Bowles, Jr., E. Phelps, John L. Ebbels, Harold S. Greason, J. C. DeCoster, A. P. Janes, Fred C. Clark, C. F. Mansfield, Geo. M. Holbrook, Wm. E. Haskell, Jr., Ralph M. Humes, C. W. Lynch, R. C. Chapin, John W. Thompson, Jr., Michael E. McGarry, J. L. Wallace, John G. McNaught, John A. Snyder, W. H. Lewis, Chas. Neidel, A. J. Dougherty, A. E. Worthington, Wm. E. Sullivan, J. K. Kastner, Jr., D. Stock and C. E. Chadwick.

The department of general service was represented by Joseph A. Borden, director; William Van Hinkle, manager of field service; A. E. Self, P. Povelite, C. I. Foster, A. C. Pratt, T. C. O'Neil, E. H. Frank, W. L. Kimber, H. W. Lockhart, A. H. Danforth, Earle Wysong, I. R. Knowlton, E. A. Borden, A. J. Rich, R. P. Wood, C. L. Hawthorne and E. L. King.

Before returning to the various cities in which they are located, the service men devoted considerable time to an intensive study of paper-making processes in the sixteen Holyoke divisions of the big paper-making organization.

Interesting and instructive talks on sales and salesmanship were made by George A. Galliver, president; John T. Wolohan, vice-president; Carl E. Lincoln, general sales manager; George J. Cadwell, and Charles B. Foster, assistant general sales managers; and other executives.

Particular stress was put on the company's merchandising policy, which was put into operation last spring. In the discussions and reports, it was brought out that the standardized plan of manufacture and distribution has already demonstrated its soundness. The reports indicate that it has been a tremendous factor in helping stabilize the paper industry.

Service men at the conference, who are in constant touch with printers, report that the printing and allied industries realize the fundamental importance to this means of simplification, which has received the endorsement of seven national associations of buyers of paper and printing.

George Heintzemann, advertising counsellor, gave a very interesting outline of the new series of manuals which the American Writing Paper company is publishing and distributing to the printers of America. This creative and constructive service comprises a reality of a course of instruction in printed salesmanship and in selling printed salesmanship, and supplies original business plans for the printer and means of stimulating direct-mail campaigns among consumers that will react in better business for the printer.

Three booklets of the series are already in circulation. These are entitled (1) "The Master Salesman"; (2) "Idols of Business"; (3) "The Booklet—King of Sales Media."

In thus providing these educational manuals, written especially by America's greatest authority on printed salesmanship, and circulating them freely on a national scale, the company is marking a new epoch of service that should prove of illimitable benefit and value to the entire printing industry.

Comments from those printers who have already received these booklets show an appreciation which amounts to enthusiasm.

A dinner held at the Nonotuck hotel on Friday evening, January 6th, at which were present 150 of the company's service men, salesmen, office executives and mill superintendents, was the only gathering of the series which was not of a serious business nature.

President Geo. A. Galliver gave an interesting address which was punctuated by a pleasing innovation of introducing poetry to illustrate his theme. By a plan previously arranged, he called upon several of the men present to recite aloud the poem selected. William Norton, secretary of the sales department, particularly distinguished himself by his fine rendering of Kipling's poem "If".

Paper Making Show in Baltimore Attracts 10,000 Visitors

Ten thousand visitors thronged the Eagle-A paper-making show held to inaugurate the opening of the new Whitaker Paper company building in Baltimore on the three days of December 27, 28 and 29. Printers, lithographers and stationers from Philadelphia, New York, Washington, and other cities, together with a large number of consumers, indicated their appreciation of the educational value by their attendance and their approving comments.

Simulating the show which the American Writing Paper company held in New York during the early days of the month, the exhibit included a complete paper mill equipment and demonstrated the entire operation of manufacturing from sorting the rags to loft-drying and laboratory testing.

The company's miniature machine, which has attracted unusual attention wherever it has been shown, was run constantly during the three days. The laboratory equipment, in charge of Miss Helen U. Kiely, chief of the testing laboratory, was replete with every appliance and device used in testing raw materials and the manufactured product. Many tests of papers which visitors brought with them especially for the purpose were made.

An especially interesting feature of the exposition was a number of rolls of paper made on the company's fifty-four machines in its twenty-six mills in Massachusetts, Connecticut, Ohio and Wisconsin. These rolls, indicating the range and deckle capacity of the machines, also served to portray one of the basic factors in paper standardization; facilities of such scope that it is possible to devote an entire machine and its equipment to the particular kind and grade of paper to which it is best adapted. One roll, 152 inches in width from the Gill machine, which is one of the largest book paper machines in the country, was conspicuously displayed in contrast with a roll four inches wide made on the baby machine, the smallest of its kind in the world.

An innovation of special appeal to business men who attended the paper exposition at Newark, N. J., Feb. 6 to 12, was a comprehensive exhibit of direct mail advertising campaigns. This included a history in plans, figures, media used, returns and results of some recent important direct by mail advertising by several merchandising concerns, both large and small.

Among others the complete advertising campaign of one well-known concern, for instance, which set out to sell a certain brand of shoes, was shown in its preliminary newspaper, general magazine and trade journal publicity, followed by the direct-mail media of circulars, booklets, folders, etc., and a system of follow-ups that succeeded in producing a large volume of sales.

The purpose of this is to demonstrate to business men how to increase their own sales and profits by the use of more effective and better prepared direct advertising.

Young Men and Women in Industry

Opportunities Were Never More Plentiful for Education of a High Order of Craftsmanship as Now Obtain, Yet the Law of All Times Still Rules: Your Success Will Be What YOU Make It.

By E. G. MYERS

CONTRAST the opportunities for taking up the study of printing today with what the printer's devil had to go through twenty years ago. If a picture depicting every minute of the day's activities of the apprentice of those days could be flashed before those now entering the industry, surely it would show in marked contrast to the "banking hour" system in all the term implies that is the lot of the student of today.

It's a mark of progress, not alone in industry but in civilization. No one would wish the youngsters of today into the drudgery of that time. Yet human weakness sometimes impels us to the thought that with all the progress made and the opportunities afforded, our future master printers are not taking the tide at the flood and benefitting from wholesome education in craftsmanship that is really being thrust upon them.

In all human pursuits, in the final analysis, it is "up to the individual." Does the youngster of today start out with this thought and the meaning of it properly impressed and fully appreciated? It is said that folks take on wisdom with years. Why? Because as the flood tide of life reaches its fulsome ebb, the individual realizes it's up to him to "pull with the team" or the juggernaut will crunch over him. Why, then, isn't it just as reasonable for the future greats to start their successes in life with the one dominating thought: To go in for the highest ideals in craftsmanship; to be artists in the industry rather than wage-earners; to foster, always, an enthusiastic, earnest, cheerful attitude that betokens constructive thinking and a capacity for observing and absorbing?

There is need in the industry for the kind of apprenticeship that will reclaim for it many of the things that have been permitted, in a seeming fit of commercialism, to slip away. There is need for a higher order of craftsmanship that will place the printing industry well up in the line of fine arts. With an awakening everywhere to the needs of manifesting an interest in vocational training, the master printer and the bright minds in our industry are affording the means for education. Opportunities for taking up the study of printing are the best they have ever been. Will the apprentice take advantage of them?

Not every young man is "meant" to be a printer. There are, out of seven young men, possibly one or two who by nature and inherent ability will "follow through." Therefore, the prospective apprentice will meditate and search his mind to determine if he "is meant." In the period of training self-sacrificing is necessary if the greatest good is to be accomplished. There is a fund of good books that can be used to good advantage to supplement shop training. This means that home study must be a part of the day's program. It follows, of course, that some of the play-time is cut down, though recreation is always an essential factor in the well-being of young and old alike.

Above all else, these three standbys form the hub around which the wheel of success revolves: Enthusiasm, observation, absorption.

Enthusiasm will embody a cheerful, kindly, earnest disposition, willing and eager for anything that comes along, so long as it means more knowledge of the business.

Observation enthrones success. The apprentice who, seeing, does not observe, will take three times as long to "get there" as the one who has his eyes open to see, and seeing really observes.

Absorption implies "soaking up" qualities—to imbibe information of every detail of the smallest point about every process, and thus store away knowledge that can be drawn upon illimitably whenever it is needed.

If I were to start at the beginning to take up the study of printing, I would go where art is found. I would study the art and architecture of the peoples of ancient times. I would begin, right there, to build a foundation that would make the mastery of the fine points of the printing business and of craftsmanship in its highest sense a delight, an inspiration and a *success.*

A Few Live Topics For Discussion

Here are a few 1922 questions that are being taken up by the Central New York Press association. Getting to the bottom of these questions will prove a benefit to every member of an association.

Some Problems Now Facing Newspaperdom?

How Does He Get It—Advertising?

A More Uniform Policy Concerning Political Advertising.

What can we afford to say and what not, concerning chance tickets or other forms of lottery which advertisers sometimes desire to exploit in our columns?

Are we giving rate cutters the silent treatment?

Who has fallen for a reduction in subscription price and how has it worked out?

Why so-called free notices of advertisers are illegal unless marked by the word "advertisement" and that word spelled out.

Should editors insist that annual school statements be published in detail?

As to technical law, what is the "first week" of any particular month?

Hope For Rest of Us

Edison was thrown out of school because he was "too stupid to learn." The teachers called George Westinghouse a dunce. Faraday, who became the father of scientific chemistry, received practically no schooling and never entered a university until invited to teach university professors. Frank W. Woolworth probably would have failed to pass a grammar school graduation test. James B. Duke, "the tobacco king," is woefully uneducated. George F. Baker, the dean of American bankers, is said to have been a night watchman when a young man. James J. Hill, who became so cultured, so full of knowledge, that he constantly astounded everyone who met him, had the most ordinary schooling. Not one in twenty of our foremost men of affairs had risen to anything like eminence at 35, or even 40. Almost all of them went through gruelling experiences before they reached the summits of success. In fact, it was during crises that many of them found opportunity to prove the stuff of which they were made. There is hope for the rest of us, isn't there?—*Forbes Magazine.*

How the New National Printer-Journalist Was Received

The NEW *National Printer-Journalist* has received warm and enthusiastic greetings, from one end of the country, to the other by printers and publishers who have followed its course for many years.

Among the many letters of a highly congratulatory nature are the following:—

"I will look forward to the future of the magazine with more than usual interest now that I understand its greater possibilities."—G. L. Caswell, Field Secretary, Iowa Press association.

* * *

"Our heartiest good wishes are with you for the utmost success for this splendid paper and all associated in its publication"—L. S. Whitcomb, Manager The Evening *Tribune*, Albert Lea, Minnesota.

* * * *

"Allow me to congratulate you on the improvements made in the National Printer-Journalist. You have made a long step forward"—H. C. Hotaling, Field Secretary National Editorial Association, St. Paul, Minn.

* * * *

I have received the January number of your paper and have read with a good deal of interest. I desire to congratulate you on getting lined up with such a large publishing company. I certainly hope the change will be a benefit and a profitable one to you. It will surely enable you to get out a great publication and one which will be most valuable to the newspaper publishers of this country.—Paul H. Goddard, Illinois Press Association.

* * * *

The consolidation of interests announced in the January number of your magazine looks like a step in the right direction inasmuch as it will give you relief from the details of business and mechanical supervision and enable you to devote more time for editorial work and the securing of timely and instructive articles relative to the printer-publisher's activities.

May I make a suggestion? You lay great stress on being an organization journal. Why not plan tentative programs for meetings of newspaper publishers and printers giving subjects with "leads" which will draw them out and prevent the frequent digressions from the subjects under discussion. Help the meetings to be full of "meat".

You are on the right track and I believe that your publication will become as big a factor in aiding the thousands of publishers throughout the country as Porte's price list, say.—C. M. Bomberger, Jeanette, Pa.

* * * *

I am moved to write you after reading the January number of the National Printer Journalist. I recall the experiences in our trade paper era for the past forty odd years, and the pleasant relations newspaper men generally had with your father while he was the editor and publisher of the National Printer Journalist. I think there was no man closer to the publishers, or more warmly regarded in their hearts, than he was, and I want to congratulate you on being a worthy successor.

The typographical appearance of your publication has improved. Naturally I compare it in my mind's eye with the Rounds Printer's Cabinet of Chicago which we all liked forty-four years ago, and admired it as one of the handsomest publications, typographically, that has ever been produced.

I am particularly interested in the signed announcement which you print in your last issue. I think it is particularly well done. Much pleased to note that E. G. Myers is on the staff. In fact I know much good of all of the force which you present in such striking manner on page 12, showing photographs and names. They are all good men. Your publication should come to the front in the future more prominently than ever before, under the guidance of these men. You have the right idea of editing, I see, in covering the interests of editors, publishers and printers.

Just one fault I have to find. You have reduced the subscription price. It seems to me your old price of $4.00 was not too much.—A. W. Peterson, Waterloo (Iowa) *Evening Courier.*

* * * *

The announcement of the merger of The National Printer-Journalist with the Trade Press Publishing company of Milwaukee came as a surprise to myself as well as to other readers of your most excellent publication. The National Printer-Journalist has been of untold worth to the printing fraternity during the many years of its existence but in the merger announced I can see many advantages and possibilities for wider and increased influence and I wish to congratulate you as well as your readers upon the accomplishment of this merger with such influential associates.—E. K. Whiting, President, Owatonna (Minn.) *Journal-Chronicle.*

* * *

The National Printer-Journalist, established thirty-nine years ago at Chicago by the late Benjamin B. Herbert, has recently been merged with the Trade Press Publishing company of Milwaukee, the February issue having been published from its new location. Benjamin S., a son of the founder, continues as editor-in-chief and the several departments as well as the mechanical get-up of this long-time popular periodical appear to have been strengthened by the new association which brings specialists in all branches to the assistance of Mr. Herbert.

The National Printer-Journalist has always made the problems of the small town publishers paramount and according to the editorial announcement of Mr. Herbert this policy will be continued.

B. B. Herbert, the founder, endeared himself to the printing and publishing fraternity in his lifetime, always occupying a place of prominence among his fellows. To him is due the credit of the original organization of the National Editorial association, he being chosen as its first president. Before establishing the National Printer-Journalist, Mr. Herbert published a paper in Red Wing and it is there that both he and his estimable wife are buried.

Our heartiest good wishes are with Mr. Herbert, Junior, for the utmost success for his splendid paper and all associated in its publication.—Albert Lea (Minn.) *Times-Enterprise.*

Pride in Business

If you would select the best workmen in a factory select those who are proud of their skill. If you would select the best article on the merchant's shelves, select the one that has the manufacturer's name on the label. The label isn't placed on seconds. Modern business guards its pride no less carefully than its profits.

Pride keeps man decent when precept fails. It is the foundation of his character. Let a man earn the right to pride and he will say: "This man I am is a person of consequence, and certain things are beneath him. I must take care that he does nothing unbecoming to a man of my standing."—*Saturday Evening Post.*

The following advertisement appeared a while ago in a California newspaper:

FOR SALE — One large, red-and-white cow, three-eighths mule and five-eighths wildcat. She usually goes on a visit every summer but is at present attached to her home by means of a log chain. To any person wishing to buy her, I will throw in the chain and a sledge hammer. Would be delighted to sell this cow to some citizen of San Diego who thinks he can whip Mexico single-handed.

Monotype Acquires Adding Machine

The Lanston Monotype Machine company, Philadelphia, has bought outright the patents, business and all assets of the Barret Adding Machine company. The entire sum of the purchase price was paid in cash.

The responsible officials of the Monotype company are elated over having acquired successfully the ownership of so marketable a machine as the Barret portable, since the processes employed in the manufacture of an adding machine are very similar to those used in building the Monotype keyboard—the same classes of machines, of materials and of skilled workmen being available for both machines.

The Barret portable adding machine will, therefore, be manufactured and marketed by the Monotype company at its Philadelphia Locust street plant. Rush orders have been given and efficiency men are now preparing for the needed rearrangements.

The Barret adding machine has been actively on the market for about six years, Over 12,000 are in actual use, one of the largest of its friends being the Metropolitan Life Insurance company which operates one hundred and eight Barretts,

The individual features of the Barrett are its portability and noiselessness. The exclusive feature is its ability to prove the correctness of each of its arithmatical operations and to print the proof. The machine adds, subtracts, divides, multiplies and lists.

The Monotype company feels that the practice of careful manufacture and prompt service maintained by it in marketing the Monotype will, when applied to the already popular Barrett, make it possibile to supply a field almost unlimited.

The Monotype company seems to have adopted a very striking method of celebrating the end of a year of splendid busines, in spite of all adverse predictions. If the example of this solid company were followed by other companies of equal wealth, the croakers' cry of "poor business' would be heard no more forever.

Miller Saw-Trimmer Company Inaugurates New Service

For the convenience of Miller Saw-Trimmer users, the company has installed saw-sharpening service departments in the Pittsburgh factory and also in the Chicago, New York and San Francisco branches. In connection with the service the company furnishes neatly constructed saw-containers which insure safe and prompt transit by parcel post. One of the containers is furnished when a saw is sent in to be sharpened.

The saw trimmer depends for efficiency in operation upon the correct swage and sharpness of the saw-blade teeth. Correctly swaged and filed, the saw will cut freely, accurately and almost noiselessly.

It is expected that saws will be remailed the day they are received, which reduces delay to the minimum.

New Officers for the Porte Publishing Company

At the stockholders' meeting of the Porte Publishing company of Salt Lake City on January 9 the following officers and directors were elected for the ensuing year.

R. T. Porte, President; J. N. Clawson, vice-president; E. H. Oliver, secretary; J, E. Jones, treasurer; and P. H. Ray, attorney.

The company is in a very prosperous condition. Business has steadily increased during the last year, and plans are being laid to conduct an extensive campaign during the coming year, and at the same time increase the value of the service

Wesel Establishes New Chicago Headquarters

That "better business" has arrived is evidenced by the announcement of the F. Wesel Manufacturing company of removal, February 1, into new and elaborate headquarters in Chicago, that they may the better render more complete service to the trade in the Chicago district and western territory. The office for several years has been in the Monadnock building. The new location is 431 South Dearborn street, where a permanent exhibit of Wesel machinery and appliances for the printer, photo-engraver, electrotyper and stereotyper will be maintained. In addition, parts and supplies for all types of Wesel machines will be carried.

At the formal opening, February 1, several of the office and factory personnel, of Brooklyn, were in attendance, including F. Wesel, president; Adolph Hess, sales manager and N. S. Githens, advertising manager. J. Hoerth is manager of the Chicago headquarters. George E. Haviland is special western representative.

Action such as this by one of the largest and best known supply houses in the field, is a good indication of which way the wind blows. The F. Wesel company is to be complimented upon their aggressiveness.

Good Business in Little Kelly Presses

Despite the general complaint of dull business, the lively demand for Little Kelly Automatic Job Presses keeps up. Perhaps the buyers are buying Little Kellys because they have plenty of money, but Mr. Kelly says they are buying his invention because they need more money and know how to get it. The number of Kellywise small printers who have stepped from the status of making a fair living with platen presses into the field of extra good profits is increasing daily. The Little Kelly is the greatest bonanza ever offered to the ambitious small printer, Once a small printer gets one Little Kelly his aim in life is to get another. A salesman of the American Type Founders company was taking an order from a printer for a folding machine he wanted for his bindery. After he had, as he thought, made the sale, he showed his customer the Little Kelly and samples of its work. In a little while the customer said: "Say, I've changed my mind. I'll buy a Little Kelly to earn money to buy a new folding machine." And that's the way the order was entered.

Whiting to Manage Chicago Office

Mr. Creighton W. Whiting, whose experience in the paper industry has extended over more than a decade, has been recently appointed manager of the American Writing Paper company's Chicago office.

Mr. Whiting was born in "The Paper City" (Holyoke, Mass.) on October 28, 1880. His first paper experience was acquired in 1908, when he joined the Erving Paper Mills, Inc., then situated in Holyoke, but which later moved to Erving, Mass. As sales manager for that company, Mr. Whiting covered eastern territory as far as Chicago. Mr. Whiting joined the American Writing Paper company in September, 1919, as sales promotion manager of its industrial and technical paper division. His energy and success in this department earned for him his promotion to the responsible managership of the Chicago office.

Salmon Goes to Rapid Roller

Mr. Charles E. Salmon, who for many years has been identified with the printing trade as a roller and ink representative, has become associated with the Rapid Roller company, of Chicago, manufacturers of high grade printers' rollers. The many friends of Mr. Salmon will no doubt be pleased to know of his new connection.

Challenge Machinery Club in Repertoire

The Challenge Machinery company, Grand Haven, Mich., have long since recognized the wisdom of association, as demonstrated by their executives and heads of departments forming the Challenge Machinery club. Meetings are held monthly. Alternate meetings are devoted to technical subjects connected with the graphic arts, every other meeting being devoted to entertainment and sociability.

Several weeks ago a few of the members formed a dramatic society. One of the first activities of the newly organized coterie was to engage in a series of playlets. The Grand Haven (Mich.) *Daily Tribune* of January 19 devotes almost a column, in reviewing the event, giving the Challenge players credit for having put on one of the best home talent productions ever presented in Grand Haven.

Incidentally, fostering the spirit of association is as energizing and inspiring in its results to an organization as it is an indication that the company these associations represent are alive and active.

Boston Exposition Space Going Rapidly

Recent developments at the offices of the Boston Graphic Arts exposition, Inc., 10 High street, Boston, give every indication that the Second Graphic Arts exposition, which will be held in Boston, August 28th to September 2nd, 1922, will be the largest and most wonderful exposition of the Graphic Arts that has ever been held.

With 105,000 square feet of floor space available for this huge exposition, the Boston management is being besieged with applications for space from both large and small manufacturers and the space is going so rapidly that it is only a question of a very short time when no more space will be available. Blocks of space amounting to $40,000.00 have already been contracted for and practically all of the large and prominent concerns have reserved space.

Great interest and much enthusiasm is being displayed by manufacturers of printing machinery and equipment, printers, craftsmen, and organizations from every part of the country and Canada.

Attention figures at the Second Graphic Arts exposition are bound to be smashed. Every indication points to at least a minimum attendance for the week off 125,000 printers, craftsmen, and others actually interested in the graphic arts.

Boston Craftsmen Busy

Special consideration will be given all exhibitors at the Second Graphic Arts Educational exposition which is to be held in Boston, August 28th to September 2nd, 1922, in conjunction with the third annual convention of the International Association of Printing House Craftsmen.

The wants and requirements that exhibitors need will be met in every way. Through the efforts of the executive committee of the Boston Club of Printing House Craftsmen, the services of Chester I. Campbell have been secured to act in an advisory capacity.

Mr. Campbell has had many years' experience in handling huge expositions such as the second Graphic Arts exposition will be, and has rendered at all times complete satisfaction to both exhibitors and management for such expositions as are conducted annually by the Automobile Dealers' association, the Textile Manufacturers association, Grocery association and many others.

Special attention will be given by the management to the installation, erection and dismantling of machinery and exhibits before, during and after the show, and the committee intends to do everything possible to assist exhibitors in every respect.

Originality in Letters

O. S. Bailey, publisher of the Waukon (Iowa) Republican *Standard,* and operating a splendid printing establishment, writes his business letters on a four-page folder, the first page carrying his letter while the three succeeding pages give an intimate idea of the service his institution renders. It carries his message of good will in a unique yet dignified way. It's good publicity. It demonstrates that the small-town printer is not without good ideas, and the quality of the work is evidence that high-class printing is not confined to the "big guns."

Printer Invents Auto License Light

A combination tail light and license plate number for automobiles has been invented by Harry Wagner, a printer, of Milwaukee.

The light illuminates the license number at night and is designed to aid in the detection and apprehension of speeders and reckless drivers who flee after an accident. The box illuminating the license plate is about two and three-fourths of an inch deep and is made of aluminum. It weighs eight ounces. The license number is plainly readable at a distance of 100 feet.

Mr. Wagner proposes to interest the authorities of larger cities in the invention and points out the large number of accidents in which drivers responsible for them escape at night because of inability to read their license numbers. Legislation would be asked to require the carrying of lighted numbers at night. Patent for the invention is pending.

U. T. A. Secretary Talks to Students

Col. Edward T. Miller, secretary of the U. T. A., addressed the advanced students in the community newspaper class of Northwestern university, Evanston, January 13, on the cost system for newspapers and affiliated job plants which has been developed by the accounting bureau of the U. T. A., and is recognized as the only reliable cost system to be used by publishers and printers. The meeting was largely attended and the many questions submitted to Colonel Miller showed the great interest of these students in this most important section of the printing and publishing business.

The cost system can be operated successfully with medium sized newspapers. The direct items for advertising and news are shown under their respective costs. The pro rated items are carried under advertising and news costs on the basis of running inches of each. Total cost, not only of the issue and of news and of advertising but as well the cost of advertising per running inch is obtained.

Using Samples to Advantage

Perhaps one of the best pieces of direct-by-mail publicity that has come to our notice is a folder sent out by the Dwight Paper Co., Milwaukee, distributors of Uncle Sam bond. An outline map of the United States formed the basis for the scheme. From cities all over the country the company has received commendatory letters extolling the virtues of Uncle Sam bond. These letters, or excerpts from them, were printed on samples of the paper, of various weights and colors. These in turn were attached, sticker fashion, to the respective cities from which they were received. Not only did it afford opportunity to show all the weights and colors manufactured, but the "selling talk" as well.

Constructive direct-by-mail publicity of this kind is not only appreciated by the recipient, but it demonstrates high-power imagination and enterprise of the progenitors. It is true, there may not be anything original today, but no one will deny that taking an old idea and giving it a new angle, or a new twist, is a mighty good policy to pursue.

NEWSPAPER CRITICISMS

Newspaper Survey and Trade Analysis

By E. G. MYERS

IS the newspaper business different from any other industry—so much so that practical business ideas cannot be applied with the same results that are so prolific of good in other lines of trade? We think not. As a rule publishers and editors in times past have been so steeped in newspaper work as it has been prosecuted for fifty years that to establish a new precedent of really making their papers business propositions hasn't occurred to them.

Yet the newspaper business is not apart from other factors in community life. Industries are fostered and conducted for two purposes—to supply something the public wants, and to produce a profit. True, we who are publishing papers have become imbued, and some of us obsessed with the thought that our papers are service propositions, and as such we have written large in the life of our communities our achievements as purveyors of service, overlooking almost entirely the practical, money-making, profit-producing things that are so necessary to keep our papers afloat.

Perhaps there are those who may think that to put forth every effort to make a paper pay substantial dividends will belittle the profession. But have you ever thought of the fact that the more profitable your paper is from a business standpoint, the greater the service you can render your readers, and the more worth-while news and features you can bring to them? That, then, opens the avenue for making your paper pay larger and still larger profits, and enable you to render service that could under no other circumstances be thought of.

Every line of commercialized business—even politics—is subservient today to a market survey and forecast. The national advertiser, and even the local publicist, does not float a campaign nowadays before he has "merchandised" his prospective market. That is, a survey is made to determine the possibilities for the sale of his goods, competition he is likely to encounter, dealer helps, manufacturing necessities, method of "dressing" his product, and every bit of information gleaned to guide him in floating his publicity. Then he goes ahead, assured to a reasonable degree, that the campaign will pay—and it does.

Why not a newspaper survey? To be sure, the large, metropolitan newspapers, which in recent years have spurted ahead tremendously in circulation and in patronage, have undertaken such surveys—that is why they have been so successful. But I am referring in this article to the small-town newspaper. If large papers have been successful through having adopted business tactics, why isn't it reasonable to believe that a sane dose of the same medicine will be a curative potion for the smaller newspapers?

How can such a survey be carried out? There probably are many, and better, ways than the writer has in mind; but here is what suggests itself as a plausible method: Every small-town newspaper has a corp of country correspondents. Every five square miles of territory within a radius of ten miles in a circle, with the publishing office as the hub, should be represented by a correspondent. At a given time, the questionnaire having been prepared, the correspondents start out to comb their territories, visiting every farmhouse, every place of business. At each home information is sought on what paper is purchased; why; what news features they like best in a paper; what system of home lighting is used; how the home is furnished; is it comfy, cozy, homelike; what are the religious leanings; how is the farm stocked (if it is a farmer's place); does he use modern machinery; does he drive an auto; what are his pursuits—agricultural farming, dairying, cattle-raising, or what; where does he buy his home needs; does he appear prosperous, etc. Many other questions valuable as data may suggest themselves if the process of preparing a questionnaire is really undertaken by the newspaper publisher.

Every merchant should be visited. Here it may be determined, from information that such and such a resident trades at a certain store, the kind of spender each one is; does he buy lavishly, or is he economically bent; pays cash or buys on credit; what sort of store does the merchant conduct; is it modern, tastily furnished, well stocked; does he stock advertised goods; does he advertise, and does he receive manufacturer-advertising co-operation; is he amenable to combine in a general plan to inaugurate new sales ideas that will stimulate trade, and a lot of other data that will suggest itself to the questioner.

At a certain date all the questionnaires are to be sent to the office of publication. A bright girl can be set to work compiling the data and drawing up an analysis, on ruled blanks with columns sufficient to

Newspaper Merchandising Survey

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HEREIN *are covered, in a tentative manner, the plans for a newspaper survey that may supply the thought for a subscription and advertising boomerang. It is not touted as a new idea or original in any sense. Yet it may be the inspiration for a nation-wide campaign for country newspaper building. It bears investigation and discussion. It supplies the lead for a press convention topic.*

The National Printer-Journalist will be pleased to lend whatever aid and service lies within its power in furthering such a merchandising plan. Publishers are urged to write us their views, so as to start things going. Perhaps the reader has attempted such a survey and will tell us of it, so we may inform our readers of the results attained. Think of the National Printer-Journalist in terms of SERVICE, and decide to begin now to use that service.

enter all the worth-while information. This completed, the publisher sets to work on his plans for a campaign to get 100 per cent results from his community.

It will be found that many readers, or prospects visited have electric lighting systems in their homes; others employ various other means for artificial light, yet many use the kerosene lamp. These things must be taken into consideration. Oftentimes a newspaper will be "dressed" in a face of type that is difficult to read by kerosene lamp; the texture of the paper may be such that it produces a glare under a bright electric lamp; so this is corrected by employing a face of type that is easy to read under any sort of light, and using paper that is opaque and without "polish" yet of a finish that will show up larger type and illustrations sharply and clearly without smudge. News, editorial and features are whipped into shape to fit data brought out in the questionnaire. Every phase of newspaper making that will fit in with the majority desires of those interviewed will be carefully covered.

The paper having "cleaned house," the field is ready for a circulation campaign, which may be undertaken in various ways that suggest themselves to the publisher, except that the contest subscription campaign should never be undertaken. No one has been discovered who has the real circulation-builder idea. That millennium in newspaper-making has not arrived. Each will have to work out his own best plan, evolved from ideas that have been discussed at press association meetings and found practicable by other publishers, or the combination of several good plans.

From the data secured on the questionnaire pertaining to the merchant, and the buying proclivities of the populace, valuable statistics will result, to be used as a sure-shot at the national advertiser who does not advertise his goods in your community, or advertises sparingly. You come to the advertising agency, or to the advertiser direct, if he deals direct, with a businesslike, graphic portrayal of the trade possibilities for his line of goods in your community. Since results is what he must have, you may be sure of a "listening ear" when you trot out your reasons why he should advertise in your paper.

The thought suggests itself that the newspaper survey and market analysis should be undertaken by states. If all the associations in one state were to set on foot, at one time, a survey, and the information so gleaned, as finally analyzed and charted, be placed in the hands of the field secretary, dealing with advertising agencies or national advertisers for all the papers in the state, the expense of securing business would indeed be small.

The writer has not attempted to supply a survey plan. The things suggested are at best only a rough outline. The plan is too large to cover in one article. It warrants discussion at press association meetings, and should not be attempted before every phase is worked out.

* * *

Waukesha (Wis.) *Freeman*—General makeup compares favorably with the better newspapers in towns the size of Waukesha. Suggest that, because you print on a flatbed web press you confine type and borders in advertising to lighter lines. This will permit of carrying more ink without creating a smudge—a general fault of flatbeds. Your readers will appreciate the changed appearance, and the merchants will surely benefit through their advertising because of improved typography, which makes a stronger appeal on the reader than can be obtained through the use of bold face types.

* * *

Maury (Tenn.) *Democrat*—Christmas edition very creditable. Advertising of a generally high order typographically. Feature news well handled and indicative of painstaking care. A little more ink, with even distribution, we believe, would result in marked improvement from readability standpoint.

Newspapers for Criticism

Publishers and editors are urged to send us copies of their papers for criticism in this department. You may be sure honest, constructive criticism will be given your paper. It entails no obligation. Address papers to the National Printer-Journalist, Montgomery building, Milwaukee, Wis., and mark them, "For criticism."

* * *

The Port Washington (Wis.) *Star* brightens its issue each week with three columns of crisp editorials by A. D. Bolens, its thinking editor. Here's hoping his example will become contagious.

* * *

Quincy (Cal.) *Plumas National Bulletin*—Marked improvement in appearance of advertising noted; believe you put real thought and effort into producing a paper that we know you are proud of. Compliment you on your enterprise and aggressiveness.

* * *

The Antigo (Wis.) *Herald,* a new paper, is "there to stay," declares Will C. Brawley, editor. He states its circulation, which goes to every county postoffice and on every rural route and throughout the state, cost the publishers, W. F. Kasson and himself, $2,000 before a copy of it was printed.

* * *

Watertown (Conn.) *News*—A splendid editorial page, which reflects real newspaper enterprise and vision. Insofar as you use a good plate service, it is suggested that home-set matter be produced on a 9-point slug, which will approximate exactly the appearance of plate matter, since the face you use is the same size and character as used by the plate service house. Head treatment generally may be improved by more generous sizes and increased number of banks on each.

* * *

Clermont (Florida) *Lake Press*—Rapid strides are shown in each succeeding issue. Particularly good editorial page. Splendid first page treatment. If there is efficacy in using the size sheet you employ, believe you would find it a good move to reduce your columns to 12 pica width and add another column to the page, making it six columns instead of five, thus reducing the excessive margin and making for a more pleasing page. Compliment you on your enterprise in constructing a handsome addition to your printing establishment.

* * *

Ottawa (Ill.) *Republican-Times*—A dream come true may well epitomize the feelings of the publishers of the *Republican-Times.* The writer recalls an incident, two years ago, when friend Editor Sapp was contemplating installing a Ludlow typograph and a rotary press. These things have been realized, and the paper reflects their addition by its handsome appearance. Believe you are publishing an unusually good paper for a city your size. The paper mirrors real newspaper enterprise and effort. Compliment you on bringing your plans to fruition.

New Newspaper Home

The Racine (Wis.) *Journal-News* has been rated a live daily newspaper for a long time, and especially so, since Frank R. Starbuck became its general manager, evidence of which is now visible in a fine new building made necessary because the *Journal-News* outgrew its former quarters. It celebrated the 25th of January by moving into it.

The New London *Press* of New London, Wis., established in 1893 by Charles F. Carr, has been sold to M. Boland, a practical printer. Mr. Carr's ill health has made it impossible for him to devote much time to the business and with the sale of the *Press* he will now permanently retire.

AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

JANUARY was a big month for meetings of press and printers' associations. It has long been considered one of the best months in the year for these get-together occasions,—for manifestly good reasons. At this time of the year, work slackens down and the publishers and printers have more time in which to consider problems affecting their industry. It is the time for "taking stock", for mulling over what has been done and very often affords an opportunity for making new plans and deciding upon advanced policies.

From reports received it is evident that the state of New York has had more meetings than has any other state and the meetings have all been of a most helpful character.

*

On January 14th the Central New York Press association met at Syracuse. President C. H. Skelton of Canastota led a discussion on "Some Problems Now Facing Newspaperdom" which disclosed that the publishers were unanimous in their opinion that "Home Town Newspaper Week" advocated by Roy T. Porte, was a decided success and that the plan had worked out to the benefit of every newspaper that had actively participated in it. Jesse C. Peck, publisher of the Cazenovia *Republican,* advanced several helpful suggestions on methods of securing advertising. He advocated a special rate for advertisers who will use space throughout the year for the reason that one could then always tell just what his advertising revenue was to be.

A lively discussion centered around the subject of "Advertising—Cut Service,—Does It Pay? Other discussions brought out information concerning the need of uniformity in handling political advertising as well as the great need of holding to established subscription rates.

*

At the meeting of the New York State Publishers' association, at Albany, January 18, President Frank E. Gannett of the Rochester *Times-Union,* as well as the rest of the officers who had served with him, were unanimously re-elected. The membership of this association embraces most of the daily newspapers in the state, outside of Greater New York. Men of national reputation and influence were among the speakers, including Messrs. L. B. Palmer and A. N. Kellogg of the American Newspaper Publishers' association, James O'Shaughnessy, executive secretary of the Association of American Advertising agencies, former Governor Martin H. Glynn of the Albany *Times-Union* and Governor Miller.

After Mr. O'Shaughnessy's address a resolution was adopted favoring a continuance of the present practice of allowing advertising agents commissions on business placed by them. It was decided to plan for the opening of a linotype school in the central part of the state with the knowledge that an operator can learn the machine within three months' time and that the union requirement of a five-year probationary period was largely responsible for the present dearth of operators.

Governor Miller, who was the guest at luncheon, gave his views on reporting and advocated greater care in the presentation of news.

On the following day, January 19th, members of the New York associated dailies met at Albany in the same hotel, many members of the New York State Publishers' association remaining over to attend the second convention. A plan was adopted for putting the rate for state advertising upon a commercial basis, according to circulation of the newspapers, rather than according to the population of the counties in which they are printed.

Discussion of the labor problem consumed a considerable amount of time.

The following officers were elected:—President Augustus C. Kessinger, *Sentinel,* Rome; vice-president, Fred. H. Keefe, *News,* Newburg; secretary-treasurer, Henri M. Hall, *Journal,* Jamestown.

The meeting of the Northern New York Press association will be held February 17th and 18th at Watertown, N. Y. An odd feature of the arrangements is for the association to become the hosts and the newspapermen of the convention city the guests.

*

Special Rates for N. E. A.

Concessions of value have already been insured for those attending the 1922 convention of the National Editorial association, which this year will make a tour of the state of Montana visiting both Yellowstone and Glacier National Parks. In connection with the visit of the editorial party will occur the semi-centennial celebration of the opening of Yellowstone Park. In Glacier Park it is expected that several hundred Indians will be gathered to greet the pencil pushers and give them a true western welcome.

Besides visiting these great parks, the visitors are to be given a tour over the entire state with an opportunity to secure first hand information relative to the wonderful resources of the state. The towns to be visited are already vieing one with another to see which can give the quill drivers the best time.

The convention itself will be held in the city of Missoula where the editors will be formally welcomed by Governor Dixson, a newspaper man of wide experience. The sessions will be held in the Elks' Temple, which is perhaps the finest Elks' building in America We hope to give a view of this beautiful structure in some future issue of the Printer-Journalist.

Acting President J. C. Brimblecom of Newton, Mass., and H. C. Hotaling, executive secretary, St. Paul, Minn., are already at work and it may be said that either President Harding or some member of his cabinet will attend the Montana meeting. Announcement of this feature will be made later.

In view of the wide interest in the 1922 meeting, registrations should be made early as, owing to the size of the towns in Montana, it will be necessary to limit the party to not more than 500 persons, the number who can be comfortably taken care of on two special trains when transported through the Park.

*

Texas Daily League Approves Continuance of Ad Bureau

The Texas Daily League, meeting at Forth Worth, January 16th, voted for the continuance of its ad bureau, the members considering that the results secured had amply demonstrated its value.

Topics of practical interest were discussed with a lively evidence of interest. W. C. Edwards, editor and publisher of the Denton *Record-Chronicle,* is the president of the league.

Minnesota Carries off President's Trophy

Mr. Herman Roe, vice president of the N. E. A. for Minnesota, outdistances all competitors in the contest for the beautiful silver trophy offered by President Brodie to the state vice president making the best record in obtaining individual and sustaining memberships during the months of November and December last. Individual members counted 300 points and sustaining members from 2,500 up, depending upon the amount of the sustaining membership.

Mr. Roe is the editor and publisher of the *News* at Northfield, president of the Minnesota select list of Country newspapers, a member of the board of managers of the Minnesota state fair, and tied up with a half dozen other organizations in his home city. In fact, he is a real busy man, a hustler. Determined that the honor of winning the cup should come to Minnesota, Mr. Roe issued two letters to the publishers of the state asking their co-operation. In addition to this, he put in some time in personal work, calling on newspaper men with the result that he heads the list with more points than any of his competitors.

Second place in the contest goes to Lewis R. Hovey, vice president for Massachusetts, publisher of the *Record* at Haverhill, and one of the best friends of the N. E. A. The result as a whole indicates that a number of vice presidents did not enter heartily into the spirit of the contest, as 28 vice-presidents failed to send in a single new member, while five others sent in only one each.

G. M. Moss, vice president for Montana, editor of the *Pilot* at Whitefish, and in reality the man entitled to the credit for securing the 1922 convention for Montana, attained third place. Mr. Moss secured the largest number of individual members but Mr. Roe had the advantage of more sustaining members which counted materially in determining the result.

The standing of the contestants in the final count was as follows:

Minnesota—Herman Roe, vice president	38,300
Massachusetts—Lewis R. Hovey, vice president	20,900
Montana—G. M. Moss, vice president	8,200
Illinois—B. S. Herbert, vice president	5,000
South Dakota—E. B. Oddy, vice president	3,400
Nebraska—J. P. O'Furey, vice president	3,400
Wisconsin—H. E. Howe, vice president	2,500
Oregon—A. E. Voorhies, vice president	2,500
Wyoming—John W. Cook, vice president	1,800
North Dakota—George P. Collins, vice president	1,550
Maine—Roland T. Patten, vice president	1,200
Michigan—George B. Dolliver, vice president	1,200
Iowa—G. L. Caswell, vice president	900
Tennessee—John C. Rogers, vice president	900
Oklahoma—E. S. Bronson, vice president	600
Kansas—O. W. Little, vice president	300
Lousiana—J. W. Smith, vice president	300
New Hampshire—C. E. Caswell, vice president	300
Virginia—A. K. Clevenger, vice president	300
Connecticut—O. S. Freeman, vice president	300

*

Two Minnesota Counties Meet

Two of the county associations in Minnesota met recently, those of Renville and Wright. Field Secretary Hotaling addressed the former organization at Renville, January 6th. The following officers were elected: W. A. Reid, *Star-Farmer,* Renville, president; H. C. Sherwood, *Standard,* Fairfax, vice-president; J. R. Landy, *Journal,* Olivia, secretary, and C. V. Corson, *Mirror,* Hector, treasurer.

James P. McDonnell of Waverly and O. A. Konchal of Howard Lake were elected president and secretary respectively of the Wright County association.

*

New Jersey Press Association Holds Mid-winter Session

The New Jersey Press association held its annual mid-winter session at Trenton, February 6th. Speakers included C. L. Snowden of the Bridgeton *Evening News,* Edmund H. Carpenter, Gloucester County *Democrat* and Lyle Kinmouth of the Asbury Park *Press.* The governor and members of the legislature were guests at an elaborate luncheon.

Minnesota Editorial Association to Meet

The fifty-sixth annual convention of the Minnesota Editorial association will be held at the West hotel in Minneapolis on Friday and Saturday, February 17 and 18, 1922.

Members of the Minnesota Editorial association and their families coming to the annual convention should buy one-way tickets to either Minneapolis or St. Paul on the certificate-plan, informing your local agent you are going to the convention. Retain this certificate, also a tag you will get from the train-conductor. Turn both in at the convention for validation After validation of these tickets, purchasers can buy return tickets to their home towns for half fare, making fare of one and a half for the round trip to the conveniton.

The hospitable management of the homelike West hotel has promised to do everything possible in order that the stay in the convention city will be pleasant.

Minneapolis citizens are outdoing themselves in the matter of providing entertainment. The Minneapolis Supply Men's association will entertain the ladies of our convention at a noonday luncheon on Friday (and they want every lady there). After the luncheon, the Supply Men's association will be hosts to the ladies at a theatre party.

Rome G. Brown, a member of the association, has invited the entire convention, association members and their families, to be his guests at a dinner to be given in the Radisson hotel at 7 o'clock on Friday evening, the 17th. Mr. Brown, in his big-hearted way, is doing this all alone, out of love and esteem he bears the newspaperfolk of Minnesota. He is going to have special entertainment features, music and dancing and above all wants the affair to be informal, which latter means that men will be expected to appear in their business clothes. He is planning to make it not only an attractive and enjoyable occasion, but one to be remembered by serious thinkers also, as he is making arrangements for one or two special guests at this dinner who will shed lustre upon the fifty-sixth annual convention of the Minnesota Editorial association.

The following is the program:—

Friday, February 17th., Forenoon Registration 10 o'clock

Address of Welcome—Col. Leach, Mayor of Minneapolis.

Response on behalf of Minnesota Editorial Association by Vice President W. E. Verity (Wadena Pioneer Journal)

President's Annual Address—President Philip Liesch (Journal, New Ulm).

Secretary's Report for 1921.

Reading of List of Committees appointed by Pres. Leisch, February 1921.

"County Correspondence"—Richard Wilcox (Brainerd Tribune)

Note: The Minneapolis Men's Association will be host to the Ladies at a noonday luncheon and after that at a Theatre Party. Announcement of details will be made at the Friday forenoon session.

Afternoon—1:30 o'clock

"The Farm Bureau and the Newspapers" by Neil M. Swanson.

"Advertising from Competing Towns" It should be accepted—By C. Ellsworth, Lake Crystal; Rudolph Lee, Long Prairie; Howard Folsom, Taylor's Falls—Discussion contrary invited.

"How We Are Training Printers"—Seth Thornton, State School of printing, Brookings, S. Dak.

Discussion of Legislative Report as contained in President's address.

Reports of Standing Committees—

School of Journalism—Chmn, J. C. Morrison (Morris Tribune).
Necrology—Chmn. Alva Eastman (St. Cloud Journal Press).
Auditing—Chmn, J. L. Jacobs (Franklin Tribune).
Special Advertising—Chmn. Herman Roe (Northfield News).

Evening—7 o'clock

Dinner for Association Members and Their Families at the Radisson Hotel, given by our fellow Editorial Association member, Rome G. Brown. Neighbor Brown wants this to be an informal affair

Saturday, February 18th., Forenoon

"The Second Generation"—Bess M. Wilson of 'Redwood Gasette', Redwood Falls, Minnesota.

10:00 o'clock—Election of Officers.

Presentation of National Editorial Association Trophy to our past Secretary, Herman Roe of the Northfield News, by a past President of the National Editorial Assiciation.

Reports of Convention Committees—

Membership Committee—Chmn. A. O. Moreau (Louverne Herald)
Resolutions Committee—Chmn. Gunnar Bjornson (Minnesota Mascot).

Historian's Record—By Association Historian, L. C. Hodgson "Larry Ho")

Pennsylvania Dailies Elect

W. L. Taylor

The Associated Pennsylvania Dailies met at Harrisburg January 18 and elected the following as principal officers: President, W. L. Taylor, York *Dispatch;* First Vice-Pres., John L. Steward, Washington *Observer,* Treasurer, W. L. Binder, Pottstown *News.* The members voted to co-operate actively in support of the established linotype schools and decided to withhold contracting for a full year's supply of print paper as it is believed that prices will go still lower. The convention voted to co-operate with the A. N. P. A. in securing a press rate from telephone companies, similar to the arrangement with telegraph companies.

*

Inland Daily Press Association to Meet in Chicago

The Inland Daily Newspaper association will meet in the 1922 annual session, its thirty-fifth annual meeting, Tuesday and Wednesday, Feb. 21 and 22, in the great red room of the Hotel LaSalle, Chicago. It is to be one of the most important meetings of this great association. Matters are coming up that other regional associations are looking for the Inland to take the initiative action on.

The presidents of all daily press associations were in session January 31 at French Lick Springs and their conference will have its bearing on the meeting.

The president has not outlined the program for the Chicago meeting but it will be a long, full two days' session, with speakers of national renown.

The directors will have a session the day before and there is every indication of a meeting of much value, that will do things of importance to the publishing world.

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Oklahoma Publishers and Printers Hold Convention

The Oklahoma Press association and the Employing Printers of Oklahoma found long ago that they had many common problems and their meetings are always of great practical interest. One of the features of a recent meeting at Oklahoma City, January 12, 13 and 14 was a practical demonstration of the workings of the Standard Cost Finding System by Russell Monroe of the School of Journalism of the University of Oklahoma. Another was the showing of a six-reel film "The Romance of Paper" by the Butler Paper corporations.

J. L. Cockrell of Tulsa was re-elected president of the Employing Printers.

Addition of a school for machine apprentices was recommended and praise for the work being done by the State School of Journalism was liberally given by a number of the speakers.

Every conceivable subject connected with the better conduct of newspapers and printing offices seems to have been covered at the notable gathering, the largest ever held in the history of the industry of Oklahoma.

Another meeting will be held in May at Ponca City.

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S. E. South Dakota and N. E. Nebraska Publishers Unite

Newspaper publishers of Southeastern South Dakota and Northeastern Nebraska united in forming a district organization at Yankton, February 4th. The Yankton Chamber of Commerce provided entertainment for the visitors.

Minnesota Publishers Active

There are few states in the union where the publishers have a more lively interest in the possibilities along the line of co-operative endeavor than in Minnesota. County and district meetings are frequent and because of the fact that the headquarters of the Naitonal Editorial association are in St. Paul, the newspapermen are constantly in touch with national activities, Herbert Hotaling, being often requisitioned for service.

Probably the greatest and most influential district editorial association is the Northern Editorial association, which held a wonderfully instructive and inspiritional convention at Sauk Center, January 26th, 27th and 28th.

Practical addresses and the discussion of every-day problems characterized all of the sessions.

A few of the topics of special interest were: "Advertising Today and Tomorrow", E. H. Denu, Bemidji *Pioneer;* "Making a Survey of Your Community", Herman Roe, Northfield *News;* "Is Advertising Service Worth What It Costs?" L. La Freniere, Grand Rapids *Independent;* "The Business End of a Country Print-Shop" W. E. Verity, Wadena *Pioneer-Journal;* "The Newspaper as a Moral Builder" Ludwig I. Roe, Montevideo *News;* "Should Subscription Prices be Reduced?" James C. Morrison, Morris *Tribune.*

A banquet and smoker given by the Sauk Center Commercial club was one of the happiest occasions of the kind that have ever been held in the State. H. P. Phillips of the Mahnomen *Pioneer* and A. C. Rutledge, the secretary, were largely responsible for the success of the meeting. Mr. Rutledge, the "live-wire" of the organization, who has been its manager for a number of years, always succeeds in securing the best of talent and entertainment features for the benefit of the "newspaper boys" and came in for unstinted praise by those who attended the big meeting.

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Vice-President Coolidge Addresses Indiana Newspapermen

Vice-President Calvin Coolidge addressed the members of the Indiana Republlican Editorial association at the closing banquet-session held in the Hotel Severin, Indianapolis, January 27. Another speaker of national prominence was John H. Edwards, solicitor-general of the postoffice department.

"Building Circulation" was discussed by J. M. Schmid, circulation manager of the Indianapolis *News* and Will C. Feunder of the Rushville *Republican* presented a most interesting array of possibilities in talking on the subject, "Advertising in 1922". Other speakers and their subjects were: F. Frank McDermond of the Attica *Tribune* and *Ledger,* "Subscription Rates"; George James, Brazil *Times,* "Developing Local Advertising"; Charles Neff, Anderson *Herald,* "Advertising Agencies and Foreign Representatives"; A. A. Bibler, Crown Point *Register,* "Job Printing in Connection with a Newspaper"; Mrs. Florence Webster Long, Indianapolis *News,* "The Woman's Page"; Thomas H. Adams of the Vincennes *Commercial,* "The Editorial Page". Each topic was discussed by another practical newspaperman, following presenation. The banquet was presided over by President E. J. Hancock as toastmaster. The occasion was a memorable one, the like of which has seldom been known in the history of Indiana newspaperdom.

*

Southern Illinois Association to Meet in March

The Southern Illinois Editorial association is to meet in Granite City some time during the month of March. The date will be decided upon later.

Ohio Publishers Hold Thirty-Seventh Annual Meeting

The Associated Ohio Dailies held an epoch-making convention at Columbus January 24th and 25th, interest in which was sustained at a high pitch from start to finish. This association has been able to accomplish some real, constructive work as a result of enforcing the payment of $5 as annual fees, not a large amount, to be sure, but one which is a little higher than generally prevails.

A round-table discussion was one of the most interesting features. Wil V. Tufford, secretary of the Inland Daily Press association, gave a general review of the methods employed in the conduct of activities of that most successful organization and brought out some very helpful suggestions which the publishers present resolved to adopt.

"Advertising Rates", was the subject of an address by Frank H. Burgess, business manager of the La-Crosse, Wis. *Tribune* and *Leader-Press.*

"The Sunday Morning Edition Instead of the Saturday Evening", "Dead-Head Advertising", "News-Print from the Manufacturer's Standpoint" were notably interesting talks and comments of appreciation were numerous, the speakers upon these subjects being respectively, F. B. Pauly, Middleton *Journal;* Col. F. M. Rietzel, Warren *Chronicle,* and George H. Mead of Dayton, Miss Doris Langley of the Tippecanoe *Herald,* who was the representative of the Associated Ohio Dailes at Honolulu, told of her impressions of the Press Congress of the World.

The social feature was a banquet at the New Southern hotel.

*

N. Carolina Press Holds Practical Meeting

The North Carolina Press association, with nearly 100 present, held a practical, worth-while meeting at Winston-Salem, January 5th and 6th which will be followed by some epoch-making advances in business policies. President J. B. Sherrill of the Concord *Tribune* presided. The news-print problem was discussed at length. The subjects of "What Constitutes News for Weekly Newspapers?" was handled by H. G. West of Thomasville, R. E. Price of Rutherfordton and H. P. Deaton of Mooresville. Other questions were: "To What Extent Should Newspapers Co-Operate with Advertisers?"; "Should Advertising Rates be the Same to Local as to Foreign Advertisers?" "How Shall Newspapers Co-operate with Country Schools?" etc.

A number of new members were received into the organization. Social features of the memorable meeting included a tour of the city in automobiles and an elaborate banquet.

An important resolution adopted called upon the American Newspaper Publisher's association to obtain from the International Typographical union during its negotiation for the new arbitration agreement, credit for at least two and one-half years for an apprentice who holds an accredited high-school diploma and that publishers pledge themselves to start the wages of such employees at figures equal to the wages paid to two-and-a-half-year apprentices.

*

Three Districts Represented at Georgia Meet

Three congressional districts were represented at a big meeting of newspapermen at Tifton, Georgia, January 17th. An inspection tour was followed by a business session at which subjects of interest were discussed in an informal way. The next meeting will be held at Douglas the third Monday in May.

A meeting for the completion of an organization of the second district will be held the fourth Monday in April at Albany. Editor O. J. Culpepper of the Camilla *Enterprise* is chairman of the committee.

Maine Press Holds Notable Meet.

One of the greatest conventions ever held in the history of the Maine Press Association was called to order by President Charles H. Fogg of Houlton at Portland, January 12th. One of the most interesting features was a splendid display of newspapers and printed specimens of work done along the "stern and rock-bound coast".

Prize winners in the newspaper display were the Houlton *Times,* the Bath *Independent* and the Skowhegan *Independent-Reporter.* The winners in the display of printed specimens were Southworth Printing company, Portland, Lewiston *Journal* and the Houlton *Times.*

One statement made by the president in his formal address which won wide favor and approving comment was this: "Never has there been a time in the history of the newspapers of the state of Maine, when the influence which is being exerted by the newspapers in the several counties, counted for so much as it does today."

Mr. Fogg had attended the Press Congress of the World at Honolulu and referred to the helpfulness of the discussion at that gathering of the master minds of newspaperdom.

Mr. Fogg was re-elected president of the association.

Governor Percival P. Baxter, Edward A. Harris, secretary of the Maine Typothetæ, Harold F. Barber of Boston, Arthur G. Staples, managing editor of the Lewiston *Journal,* Joseph A. Borden director of general service of the American Writing Paper company were the principal speakers at the notable convention the fifty-sixth annual meeting of this association.

*

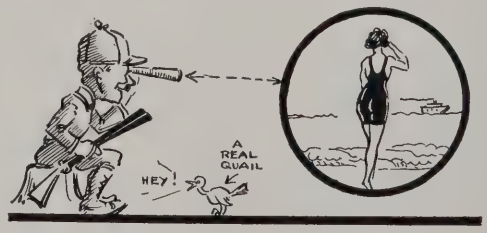
Michigan Dailies Elect Officers

The Michigan League of Home Dailies met at Grand Rapids, January 19th and elected the following: President, Charles A. French, Monroe *Evening News;* vice-president, Harry W. Musselwhite, Manistee *News-Advocate;* secretary-treasurer George C. Handy, Ypsilanti *Press.* Mr. French succeeds Frank R. Moses of Marshall who has served as president since the league was organized, some time ago.

*

A Question of Ornithology

We'd like to disclose his name, but that wouldn't be fair to our Missouri printer, who operates his plant on a known-cost basis, and therefore *knows* that he makes money. Anyway, he recently went to Florida, and incidentally to hunt quail—that is, so he said. But we know his propensities for art, and our bard also was a bit doubtful and so—



Come now, let's get it straight—
This stuff on hunting quail;
We know that you are fond of sport, nor would we dare assail
Your well-known sound veracity, but still, it's rather queer
You go to Florida for fowl that might be had near here.
Your hunting prestige, really, we would not wish to rob;
But are you sure you do not hunt the little bird called "squab"?

Massachusetts Press Elects New Officers

The Massachusetts Press Association, assembled in convention at Boston, January 9th, elected the following new officers:—President, L. C. Hall, *Courier,* Wareham; Vice Presidents, Gardner E. Campbell, *Item,* Wakefield; J. Lee Robinson, *Tribune,* Cambridge; L. E. Chandler, *Journal,* Palmer; Secretary, Carl F. Prescott, *Gazette* and *Transcript,* Weymouth; Auditor J. Lee Robinson, *Tribune,* Cambridge; Treasurer, Robert S. Osterhout, *News,* Hudson; Historian, Alexander Starbuck, *Free Press-Tribune,* Waltham.

The business session, every moment replete with interest, was distinguished by addresses of E. E. Nelson, secretary-manager of the Boston Typothetæ Board of Trade and Edward Percy Howard, Editor of the *American Press* of New York.

A banquet was served at 5:30 at which Governor Channing H. Cox was the guest of honor. The after-dinner speakers were Winfield H. Brock of Athol, who related experiences and told of observations while on a recent visit to Japan. Roland T. Patten, of the *Independent-Reporter,* Skowhegan, Maine, the "live wire secretary" of the Maine Press association.

The social enjoyments of the occasion were made complete with a theatre party at Keith's.

* * *

South Dakota Press to Meet February 15-16

The South Dakota Press association is to hold its annual winter meeting at Sioux Falls, February 15th and 16th. Special attention is being given for the entertainment of the ladies who are cordially invited to attend. Among the other subjects of a practical nature will be that of "Encouraging Apprentices to Learn the Printing Trade" by C. E. Coyne of the Fort Pierre *Times,* "The Business End of a Newspaper" by B. C. Dow of the Sioux Falls *Argus-Leader,* "Care of the Linotype", by Edward B. Harding, School of Printing, State College, Brookings.

The loving cups to be given at annual contests will be on display. The awards include those for the best first page, best editorial, best farm news department, best display advertisement and to the South Dakota weekly newspaper initiating or accomplishing during the year 1921 the greatest public service for the people of its community.

A special committee of judges will make the community service award. Any resident of South Dakota may nominate a weekly newspaper. Special nomination blanks will be provided for this purpose on application to the agricultural editor.

The nature of the service is not limited at all. All acts of service by newspapers will be considered, no matter what they may be, as long as they have helped the community, county, or state.

* * *

Here is a Suggestion

On December 9th we asked for ideas as to how all county and state associations could affilliate with the National Editorial association.

Benjamin S. Herbert, president of the Illinois Press association, writes:

"The first step necessary appears to be the necessity for each State Association to formally choose delegates at conventions preceding the annual and to dignify the relationship. This is one thing that deserves painstaking attention and I am hopeful that the attendants upon the next convention will appreciate this feature."

Ozark Press Association to be Held at Carthage

The next meeting of the Ozark Press association will be held at Carthage, Missouri, February 24th and 25th. Forty counties in the state are represented in the membership and the prospect is that the meeting will be largely attended.

Illinois Press Association Active

The Illinois Press association, through the efficient and resourceful secretary, H. L. Williamson of Springfield, has been making use of the mails for the spreading of educational literature. A recent letter to the membership, which is conceded to be as large as that of any other state in the union, contained the details of a prize essay contest for the public schools of Illinois, the subject being "Pioneer Women of Illinois". The prize essay will be published in the Journal of the Illinois Historical society.

Another communication contained a copy of a bulletin sent out to the Iowa Press association by their ever-watchful secretary, G. L. Caswell, on the subject of the publication of annual school statements which covered two important points. Another bulletin was enclosed containing suggestions as to the publication of advertising in which lottery schemes is a feature. It was pointed out that the United States postal laws make it a criminal offense to publish anything of this character.

President Herbert of Chicago and Secretary Williamson are beginning to arrange for the program of the next convention of the association, which will be held in Chicago next May.

* * *

Immense Meeting of Publishers at Seattle

An immense meeting of the publishers of the State of Washington was held at Seattle, Journalism week, January 23d to 28th. An Hawaiian products banquet was the concluding feature of the week of meetings.

The sessions were in the nature of short-study course for editors and publishers. The first two days of the week were largely for the benefit of trade and class publications, the next two days were given over to the discussion of daily newspaper problems and the weekly newspapers had their inning on the 27th and 28th.

Officers of the organization are: President, Chapin D. Foster, Grandview *Herald;* Vice-presidents, Grant C. Angle, Shelton *Journal,* and A. S. Hillyer, Sunnyside *Sun,* Secretary-treasurer, N. Russell Hill, Davenport *Times-Tribune.*

* * *

Connecticut Editors Hold Memorable Meeting

Under the guiding hand of one of the best press organization men in the country, O. S. Freeman of the Watertown *News,* the Connecticut Editorial association held a memorable meeting at New Haven Saturday, January 21st. "Free reading notices" came in for a general lambasting. Other subjects of a practical nature received attention. Eight new members were received.

The *piece de resistance* of the convention was the banquet at which speakers of wide reputation offered observations, humorous and wise.

Mr. Freeman was re-elected president and L. D. Rowland of the Ansonia *Sentinel,* secretary-treasurer. Among the vice-presidents chosen was W. J. Pape of the Waterbury *Republican* who is nationally known as president of the Publisher's Buying Corporation of New York.

* * *

Newspaper Offers Prizes in Journalism

The Aberdeen *American* and the Aberdeen Evening *News* of South Dakota, both papers under the management of John H. McKeever, are offering prizes in journalism.

The prizes offered are in the form of books, of which there are four. The first prize of seven dollars and the second of three dollars valulation are to be given for the best literary efforts on The *Exponent* and *The Pasque,* two publications issued by students of the Northern Normal and Industrial school.

The awards are to be made annually.

Kentucky Press Lays Stress on Business Practice

At the annual mid-winter meeting of the Kentucky Press association, held at Lexington, December 29th and 30th, the business side of newspaper publication was stressed emphatically. The discussion was led by a man who knows whereof he speaks, C. A. Hummel of the Jeffersontown *Jeffersonian.* Speaking on the subject of "Advertising", Shelton M. Saufley of the Richmond *Daily Register,* said that the best way to get local advertising is to prepare the copy before going to the merchant. Harry Giobannoli of the staff of the Lexington *Leader* dwelt upon the importance of church advertising and proved its efficacy. D. M. Hutton of Harrodsburg and B. B. Cozine of Shelbyville offered excellent suggestions for handling job printing and business accounting. R. J. Breckinridge of the Lexington *Herald* discussed "The Country Editor's Editorial Page."

*

Convention Publisher Features News Meet

O. S. Freeman, publisher of the Watertown (Conn.) *News,* devoted his issue of the week prior to the meeting of the Connecticut Press association in Watertown to timely material pertaining to the convention. He featured news of the speakers and took the opportunity to inject some timely articles pertaining to newspaper work and to legislation before congress affecting the industry.

Editor Freeman publishes one of the livest and most successful newspapers in Connecticut. He is a believer in organization and as such usually is to be found at all the meetings of the Connecticut newspaper folk.

*

Paducah Paper Sold

The Paducah morning paper, the *News-Democrat,* one of the heavy bondholders of which has been our esteemed publisher, Urey Woodson, of Owensboro, Ky., was sold Jan. 13. G. H. Goodman bought it. He is one of Pahucah's capitalists, and is going to take the management. Hugh B. Watkins, formerly with the Owensboro *Messenger,* another of Urey Woodson's holdings, has been with the paper a month, and will remain.

*

Kansas to Hold Thirtieth Meeting in May

The thirtieth annual meeting of the Kansas Editorial association willl be held at Lawrence, May 5 and 6. Plans include holding the second day's convention session at Kansas City, Kansas. Roy F. Bailey of the Salina *Journal* and O. W. Little of the Alma *Enterprise* are the president and secretary, respectively.

*

Nebraska Press Association to Meet at Lincoln

A program of varied interest has been arranged for the annual business meeting of the Nebraska Press Association at Lincoln, February 23, 24 and 25.

A Prophecy Fulfilled

Less than twelve years ago a Connecticut editor predicted that the time would come when a community would not fail to do justice to a worthy citizen—referring especially to the editor of the local newspaper and the service he renders to the community he serves. January sixth marked the fiftieth anniversary of the Arlington, Mass., Advocate, and Charles S. Parker, who has been editor, publisher and business manager through the fifty years issued a souvenir edition in honor of the half-century event. That evening in the town hall a complimentary banquet was tendered Mr. Parker by the citizens of Arlington, which was largely attended.

A lifetime of service, unselfishly rendered in the cause of his city epitomizes the labor of love Mr. Parker has devoted to the community. And in the advancement of the craft, Mr. Parker has kept pace with progress. Three years ago he install a linotype, and his plant is thoroughly modern. We congratulate the dean of Massachusetts journalism on his achievements.

Better Papers—Not Cheaper Ones

This should be the topic of every press and editorial meeting the coming months.

No doubt the presidents and secretaries have heard of this paper and that paper reducing their subscription price and are wondering what to do about it.

The same thing was experienced by Mr. Porte with the Franklin Printer's Service and he stayed fast by the lease price for the year, with the intention of making the service better and not cheaper.

The same thing should be true of newspapers—instead of cutting the price at this time. The saving that comes in the reduction of the price of the paper or any other expense — if there is any reduction — should be put back into the paper to make it better than ever.

This may mean better mechanical work on the paper, more local news, more country correspondence, added illustrated features or something else to make the paper worth while.

No publisher should ever be satisfied with what he has accomplished. Smug complaisance over past laurels will not continue to improve the paper or keep it a good newspaper. Earnest effort to make it better should ever be the watchword.

*

Here Is a Live Topic

Here is a topic that can be taken up at your next convention and in order to encourage this along, any press association that will have such a topic on their program I will be pleased to send both the president and secretary a complimentary copy of "My Printing Recollections," by Benjamin Franklin; also a copy of this book to whoever handles the subject in the convention.

"My Printing Recollections" is a book just issued by Mr. Porte and is not sold but is given in connection with the Franklin Printers Service for 1922 to those renewing the service for the year.

I am making this special offer now because I feel that this subject should be handled at every press meeting during the coming month while it is a live topic and should be threshed out.

I would be very glad to hear from presidents and secretaries about this matter and if any additional information is wanted write me.—R. T. Porte.

*

Ochs on Visit to Holy Land

Adolph S. Ochs, publisher of the New York *Times* sailed early in January for Europe. Mr. Ochs will combine business with pleasure. He plans to visit Egypt and the Holy Land, returning to America the latter part of April.

*

Colorado Editors Meet

The Colorado Editorial association held its mid-winter meeting in Denver, January 20 and 21. Social features distinguished the gathering but much of a practical nature made the occasion decidedly informing.

Kansas Publisher Awarded Revenue Berth

A. Q. Miller, editor of the Belleville *Telescope* and five other newspapers in northern Kansas, has been appointed division chief in charge of the Salina branch of the United States internal revenue service. He will have supervision over twenty-seven counties and seven field deputies in northwestern Kansas.

Six newspapers in Republic County, owned by Mr. Miller, have been turned over to his son, Carl P. Miller, who has been business manager of his father's publications. These papers are in Cuba, Zenda, Narka, Hubbell and Belleville, all in Kansas.

Mr. Miller has been prominent in Republican political circles for years, and was director of publicity for the Kansas Republican state committee in the last campaign. He is known as the originator of a political advertising fund—the first in the history of Kansas. Mr. Miller demanded newspapers for state committee publicity and it is said it worked so admirably that the plan will be perpetuated.

A. Q. Miller

Mr. Miller declares his plan for running a string of weeklies, with the county as a unit and the county seat as a headquarters, is proving very satisfactory to subscribers and to himself. His plan has now been in operation more than two years and the circulation of the old-established papers, which he purchased, has been maintained, he says. The papers are all issued from the same press and mailed on Thursday of each week.

Each paper has its own individual front page containing local news furnished by the field representative, who also acts as local business manager, looking after the advertising. The *Telescope* contains from eight to twelve pages weekly. Each of the smaller papers has four to six pages. In selling advertising an attempt is made, which is successful in most instances, to sell space in all as a unit. The circulation of the *Telescope* is approximately 2,300, and the average circulation of the five smaller papers is 300, bringing the total circulation up to about 3,800. A rate of 30 cents an inch is charged for advertising in the *Telescope* and the same for the other five together. The rate for insertion in one of the five is 12½ cents an inch.

"In the average small town," said Mr. Miller, "the cost to a community of supporting a weekly paper is at least $3,000 yearly, which must be borne largely by the local advertisers. By printing a number of papers under the same roof, the cost is cut about one-half, and we are able to put out a better paper."

*

Reaches High Tide

The Decatur *Review*, during December, reached high tide in circulation since April, making the goal with 18,189, and closed the year 1921, the highest in twenty-nine years, with an average for the year, by months, of 18,121.

Systematic, persistent, business methods applied to the circulation department, is the only reason. What the Decatur *Review* does in circulation building in a way is a pulse of the business conditions of the country.

*

Oregon Editors Adopt Code of Ethics

The Oregon Newspaper Conference held at Eugene, attended by about 70 publishers, January 13 and 14 adopted a code of ethics and resolved to stand by it. The principal feature of the annual banquet was a discussion of newspaper standards. Speakers were George Cheney, publisher of the *Enterprise-Chieftain-Record* and Edgar B. Piper, editor of the *Oregonian*.

President Williams Receives Token

One of the pleasant events of the World's Press Congress visit to Hawaii in October was the presentation to President Walter Williams of Columbia, Missouri, of a beautiful piece of handmade furniture by the press congress delegates as a token of good will and a lasting reminder of his visit to the isles of paradise. Governor Wallace R. Farrington when asked by the committee what was most typical of the islands said that a piece of furniture made from curly koa, the mahogany of Hawaii, would last a lifetime and bring joy to the owner every day. Dean Williams' daughter, Mrs. Rhodes, was consulted and said that what he needed most in the Williams home at Columbia was a chifforobe, instead of a desk as the committee had suggested. Three graduating classes from the Missouri school of journalism had presented him with desks.

The news of what was coming was conveyed to the dean at a meeting of the Honolulu Press club at the Moana hotel one evening by John P. Harrick, one of the National Editorial association delegates from New York who phrased it this way:

Dear Dean Williams:

"From a great koa tree that grew upon the mountains not far from Hilo on the island of Hawaii, a Chinese master craftsman, Lee Lum by name, is constructing for your bedroom at home an ung tung kwai, or in plain English, a man's chifforobe. The trays are to be of cedar from the forests of Oregon. The hand polishing will be done by S. K. Young, a Chinese expert in finishing curly koa. No nail will be used in the construction of this piece of furniture. Knowing that you are a friend of China these workmen will give to this task their highest skill, for in a measure it will be a labor of love.

"The work will require about three weeks and when it is finished the completed masterpiece will be encased in fir from the Washington woods and the shipping box bound with rattan thongs from China, so that careless railroad and steamboat employes may not injure the shipment on its travels to Columbia, which is in the state of Missouri. With it will go a beautiful koa calabash, that once graced the royal household of the old kingdom and a dresser scarf of tapa cloth from the island of Maui.

"On behalf of the delegates of the World' Press Congress, I ask you to accept these gifts, typical of Hawaii, as a token of our love and esteem and a daily reminder of your visit to the beautiful city of Honolulu and the loveliest islands over which any flag floats."

Dr. Williams arrived at Columbia January 20. He was met by a reception committee and escorted to Neff hall where a mass meeting of students and friends was waiting to greet him after his four months' absence.

Enrollment in the University of Missouri school of journalism for the winter term shows a marked increase over that of the fall term, there being a total of 351 taking courses in journalism this term as against 317 in the fall term. There are 210 regular and special students enrolled in the school, while there were 220 in the fall term.

*

Wisconsin Press to Meet in Milwaukee

The Wisconsin Press association is to meet in Milwaukee the latter part of February. The program will be replete with informing discussions. The publishers of the Milwaukee *Journal* will provide a banquet at which speakers of prominence will add to the edification of the occasion.

*

An upstate Wisconsin editor, effusing editorially, said that "whisky, beer and wine have been thrown into the discard," but an operator who thought he knew the truth of the matter made it read "discord."

Publisher Banquets Merchants

Sounding a new note in get-togethers and betokening the friendliest relations with his advertisers, Ola M. Levang publisher of Levang's *Weekly,* Lanesboro, Minn., tendered a banquet on Thursday, January 13, to the business and professional men of his city. Perhaps never in the history of Minnesota newspaper activity has such a unique plan been worked out. To impart to the occasion a real newspaper atmosphere, Mr. Levang succeeded in securing field secretary H. C. Hotaling of St. Paul to deliver the principal address. Most of our association members know Mr. Hotaling as a masterful speaker, yet we doubt if he has delivered many addresses as forceful and so full of inspiration and realization of the service the home-town newspaper renders its community and its business interests as was given the Lanesboro merchants. It is another splendid demonstration of the unselfishness and worthwhileness of organization men. Both Mr. Levang and Mr. Hotaling are to be complimented upon their enterprise and the spirit with which they "put over" this testimonial to Lanesboro business and professional men. It's co-operation of the kind that says plainer than words, this is the age of the brotherhood of man.

Bomberger Floats Circulation Plan

C. M. Bomberger, editor of the *News-Dispatch,* Jeannette, Pa., believes in good friends. That is why he surrounds himself with so many good fellows at the association meetings. Incidentally, at a Miami (Florida) session he met Ed. Howe, of Kansas. Ed. is nothing if not versatile. He's chockfull of good, useable ideas. Editor Bomberger listened attentively to some corking good plans. When he returned home after the enjoyable trip, he used one—to good advantage. Witness;

Names, names and more names mean circulation. We had 2500 readers July 1, and wanted more. So I bought a "flivver", hired a special reporter and put him to work visiting every "blooming" crossroads hamlet within reach for personals and other items of news and also to boost circulation, advertising and commercial printing. He got the personals and the subscriptions—much of it Bingville *Bugle* stuff, such as "John Jones is limping slightly today because he tripped while running for a train at Claridge and sprained his foot. John was on the way to Greensburg to buy a shawl for his wife. He says herefater he will hitch up his flivver and ride to Jeannette instead," and so on ad infinitum.

It's read and read hungrily. I now have two reporters who do nothing but this kind of work. On publication days they take the papers in the "flivver" and distribute them to boys in the various communities, thus giving readers almost as quick delivery as if they resided in Jeannette. A column or a half column, or whatever there may be of news matters, with a bold caption, is given each town. It's a sort of glorified country correspondence column, only it's got more life, usually. The reporters whip the stuff into shape which people now have ready for them, sometimes already written, when they make their rounds.

The result? Well, July 1, 2500 circulation; January 1, 4,000 circulation. And I expect to make it fully 6,000 by spring.

His Honeymoon

BACHELOR—How long did your honeymoon last?--

BENEDICT—Oh, just like the other moons—it faded away on the last quarter.

John Kendrick Bangs Succumbs to Operation

John Kendrick Bangs, the author, died January 21, in the City hospital, Atlantic City, following a second operation for an intestinal disorder. Mrs. Bangs and the author's three sons were with him when death came to still the noted humorist's activities.

Mr. Bangs was taken ill late in December and went to the hospital on Jan. 1. An operation was performed for a malignant growth, but, because of the nature of the disease, it was not possible to complete the operation at that time. But the humor which made his books so well known came to his aid, and he never lost his cheerfullness. He buoyed up and for several days showed continued improvement, much to his physicians' amazement. It was found, however, another operation would be necessary, and after a consultation of physicians, Mrs. Bangs consented to the operation. After the effects of the anæsthetics wore off Mr. Bangs regained consciousness for a time, recognized his wife and sons and smiled at them, then gradually weakened and died.

* * *

John Kendrick Bangs, famous for more than a quarter of a century as a humorist and man of letters, came of a distinguished American family. His father was a noted New York lawyer and his grandfather, Nathan Bangs, the third president of Wesleyan university, had a wide reputation as a Methodist preacher and ecclesiastical writer. He was born on May 27, 1862, and was educated at Columbia. He was graduated in 1883 with the degree of Ph. B., then studied a year in Columbia Law school and in 1884 became associate editor of *Life.* In 1888 he became a member of the staff of Harper's *Monthly* as editor of the "Drawer." Subsequently he served as editor of Harper's *Weekly,* the *Metropolitan Magazine,* and *Puck.* Mr. Bangs was a prolific writer of poetry as well as author of a number of dramatic and musical plays. His best known book probably was "A Houseboat on the Styx."

Two Newspapermen Die

While Washington newspapermen were busy gathering details and writing stories of the Knickerbocker theatre disaster, rescuers were removing the bodies of two members of the Washington colony of correspondents. Lewis Strayer, of the Pittsburgh *Dispatch,* and Chauncey C. Brainerd of the Brooklyn *Daily Eagle* gave their lives in that horrible disaster. Mrs. Brainerd also was killed.

"Lou" Strayer, as he was known to all his friends, once headed the most famous body of newspaper men in the world—the Gridiron club. Mr. Strayer became a reporter on the Akron (Ohio) *Beacon,* later going to Washington as representative of the Pittsburgh *Gazette-Times.*

Mr. Brainerd, as vice president of the Gridiron club, was marked by tradition as its next president. All his newspaper career was spent on the *Eagle.* He went to Washington for his paper after serving as its assistant managing editor. As did Mr. Strayer, he held the confidences of men of affairs.

Second District Minnesota Meets

The Second District Editorial association held its annual mid-winter meeting at Mankato, Friday, February 3d. The sessions ended with a banquet and smoker. The meetings of this association are always of liveliest interest as the membership includes a number of successful publishers who are real co-operators.

Directory of Association Officers

Field Secretary, National Editorial Association, H. C. HOTALING, Exchange Bank Bldg., St. Paul, Minn.

As changes are made, and new officers elected, Secretaries will aid the cause of organized Association effort by sending the information to the NATIONAL PRINTER-JOURNALIST, the official organ of the National Editorial Association.

ALABAMA PRESS ASSOCIATION:
Pres., W. T. Hall, Dothan; First Vice-Pres., William T. Sheehan, Montgomery; Second Vice-Pres., F. G. Stephens, Oneonta; Third Vice-Pres., W. H. Jordan, Alexander City; Sec.-Treas., Webb Stanley, Greenville; Assist. Sec.-Treas., Fowler Duggar, Andalusia; Hist., J. H. Hard, Birmingham; Poetess, Miss Fannie Golson, Wetumpka; Orator, James S. Benson, Scottsboro.

ARKANSAS PRESS ASSOCIATION:
Pres., J. C. Jolly, Eagle-Democrat, Warren; First Vice-Pres., R. O. Schaefer, Little Rock; Second Vice-Pres., Frank Robins, Conway; Third Vice-Pres., V. W. St. John, Mena; Corr. Sec., Clio Harper, Litle Rock; Fin. Sec., E. A. Fowler, Benton; Rec. Sec., J. A. Thomas, Stamps; Orator, J. A. Livingston, Russellville; Chaplain, J. L. Wadley, Texarkana; Poet, Mrs. Rudy Livingston, Russellville; Hist., J. J. Baugh, Searcy.

ASSOCIATED PRESS:
Pres., Frank B. Noyes, Washington Star; First Vice-Pres., Herbert F. Gunnison, Brooklyn (N. Y.), Daily Eagle; Second Vice-Pres., Stuart H. Perry, Adrian (Mich.), Telegram and Times; Coun. and Sec., Melville E. Stone, New York.

CALIFORNIA PRESS ASSOCIATION:
Pres., Friend W. Richardson, Gazette, Berkley; Sec., Owen A. King, Jackson; Vice-Pres. Justus F. Craemer; Treas., R. W. Walker, Vallijo.

NORTHERN CALIFORNIA EDITORIAL ASSOCIATION:
George C. Mansfield, Oroville Daily Register, President; A. W. Gluckman, Marysville Democrat, Vice-President; John S. Chambers, Sacramento, Secretary; Alden Anderson, Sacramento, Treasurer.

SOUTHERN CALIFORNIA EDITORIAL ASSOCIATION:
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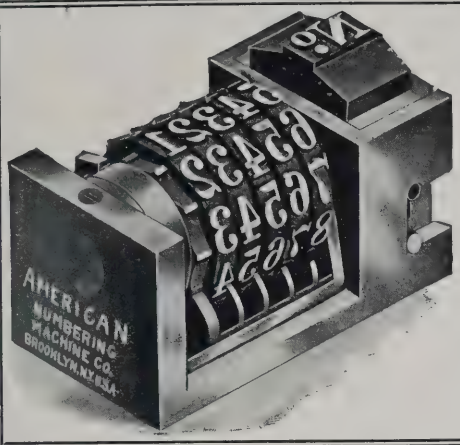

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Standard Model 30 5 Wheels	$20.00	$16.00
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No change in construction. Same Machines throughout that sold for much higher prices.

Your chance to buy the World's Standard Numbering Machines at greatly reduced prices.

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R. T. Porte Attends Conventions

At the meeting of the Printing Trades Secretary-Manager association held in Indianapolis on January 23 and 24, R. T. Porte, secretary of the Franklin club of Salt Lake City, was in attendance.

Mr. Porte stayed over and attended the annual meeting of the Indiana Republican Editorial association at Indianapolis on January 26.

Taking advantage of these conventions Mr. Porte attended a meeting of the Ben Franklin club at Louisville, Kentucky, on the 27th and visited his son at Cincinnati, Ohio, later; he also made a short business trip to Chicago before returning to Salt Lake City.

Cleveland Next Convention City

The executive council of the United Typothetæ of America, at its recent meeting in Chicago, decided upon Cleveland as the next convention city. Headquarters will be at the Hotel Cleveland. The dates for the thirty-sixth convention have been set for October 16 to 20, inclusive.

Classified

Here is a market-place for everyone—a convenient, economical, result-bringing medium—that will sell equipment for you, secure help, aid you to a new position, if you are seeking one; being buyer and seller together.

The rate is 25c per line, each insertion. Copy must be in the 20th of the month preceding issue, to insure insertion. Address all communications to National Printer-Journalist, Montgomery Bldg., Milwaukee, Wis.

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FOR SALE.—Goss Clipper newspaper press, 8pp., with stereo. equipment, $2,000; Duplex flat-bed newspaper press, 8pp., $3,000; Goss Semi-Rotary flat-bed press, 10pp., $4,000; Potter newspaper rotary press, 16pp., with stereo. equipment, $4,500. Baker Sales Company, 200 Fifth Ave., New York City.

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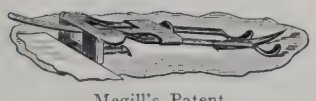

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SPRING TONGUE GAUGE PINS

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

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Stapleset Benzine Brushes

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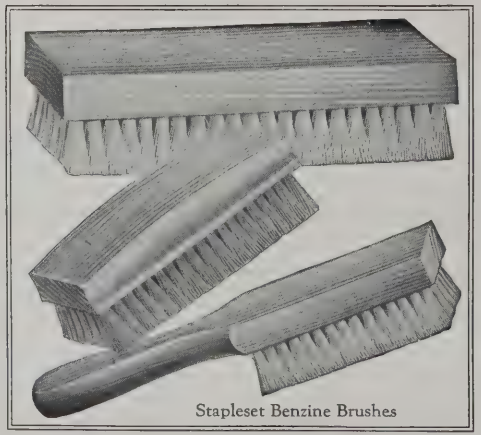

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REGULAR BENZINE BRUSHES are made in four sizes, Nos. 15, 20, 25 and 30. Size No. 25 is 2¾x6¼ inches. The Oval-Back Benzine Brushes are 5⅛x2¼ inches. No. 1 has long and No. 2 has short bristles. The Perfection Benzine Brush is 5x2⅛ inches, and is made with ten rows of pure China bristles. No. 2A with handle has a 4-inch brush.

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Stamped on Each Brush

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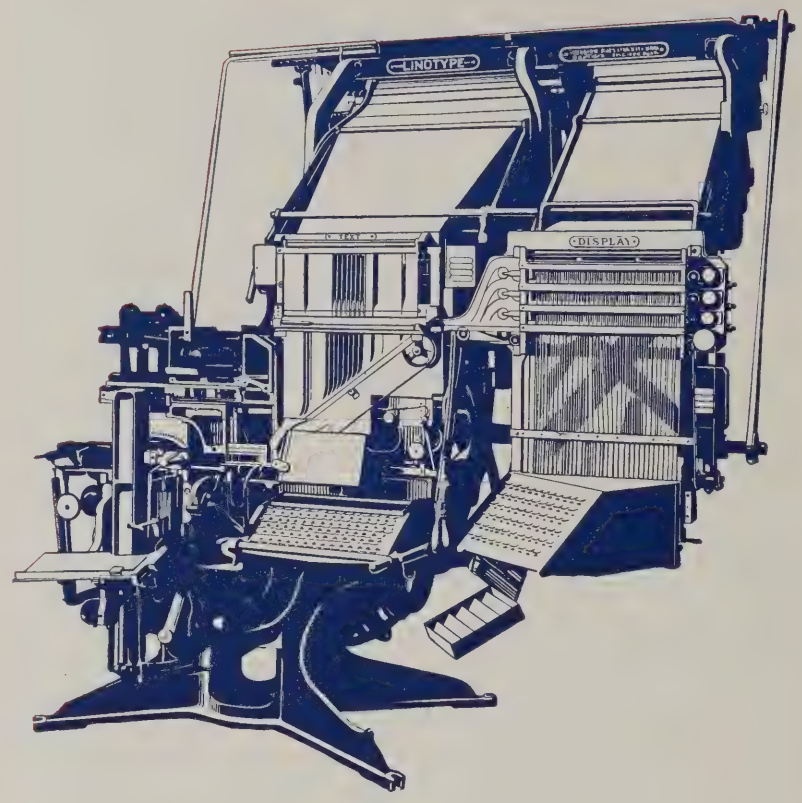

THE MODEL 24 LINOTYPE

THE operator at the keyboard of a Model 24 Linotype can compose almost any piece of job or ad work without leaving his seat. At his finger tips he has control of as many as ten different faces in six different sizes, a total of 850 characters.

MORE THAN 43,000 IN USE

© TRADE **LINOTYPE** MARK ©

THE MACHINE THAT LASTS

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

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646 Sacramento Street	1100 South Wabash Avenue	549 Baronne Street

Canadian Linotype Limited, 119 Adelaide Street, West, Toronto

This advertisement is composed entirely of LINOTYPE material

NATIONAL PRINTER JOURNALIST

MARCH, 1922

Vol. 40, No. 3

THIRTY-NINTH YEAR

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Milwaukee, Wis.

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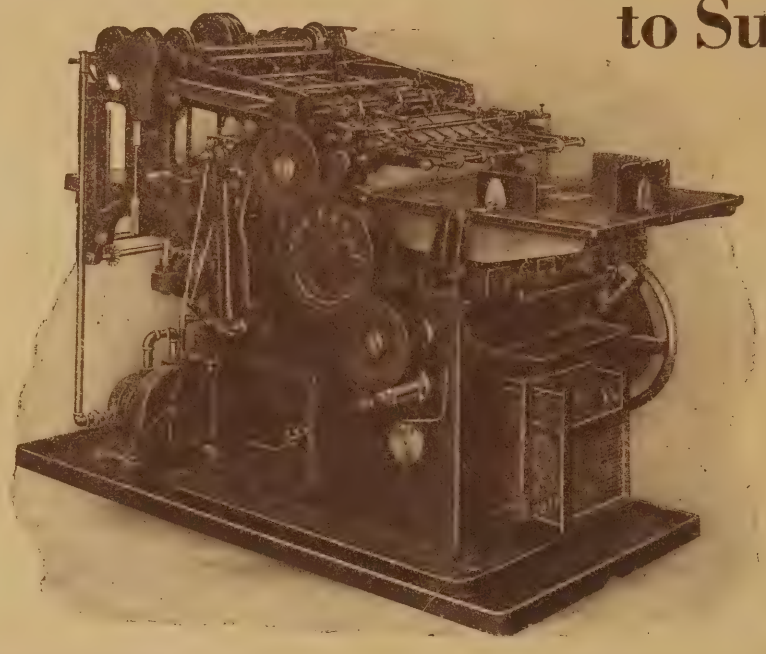
Oldest Printers' and Publishers' Journal
Established 1883

The Small Printer's *Sure Road* to Success



The Kelly Automatic Job Press—The Little Kelly—a Half Super-Royal, plus

This Press is also sold with an Extension Delivery

MANY printers, using platen presses only and making a fair living, have made quick monetary successes by adding a Little Kelly. We will send you the names if you are interested in getting rich quicker.

Putting a mechanical feed on a platen press is not a decisive advance toward increase of profits. It's but half a step onward. Adding a Little Kelly puts you surely on the ladder of success. Add a mechanical feed to a platen press and it is still a platen, unimproved in speed, quality and range of work. Extra cost of the Kelly is trivial compared with results.

The Little Kelly takes less room than a half super-royal platen press and less power. It can be operated easily by a platen pressman, who can readily manage two platens besides. It is as easy and quick to make ready on as a platen. It is as economical, relatively, on short runs as on long runs. It extends the quality and range of the work you can sell to your customers. It's the only real automatic printing press ever made and doesn't need to have a man tied to it. More than 2200 users are making money with it. It will print finely and easily at 3600 per hour.

BUY a Little Kelly and it will put you in the way of buying all the other good things you desire in your plant!

For Full Particulars Apply to Nearest Selling House of the

American Type Founders Company the Developer and Manufacturer of the Kelly Press, and also to Barnhart Bros. & Spindler, Washington (D. C.), Dallas, Omaha and Seattle; Dodson Printers Supply Company, Atlanta; and Toronto Type Foundry Company, for Canada east of Port Arthur. In Canada west of Port Arthur, American Type Founders Company, Winnipeg.

SET IN MEMBERS OF THE BODONI FAMILY

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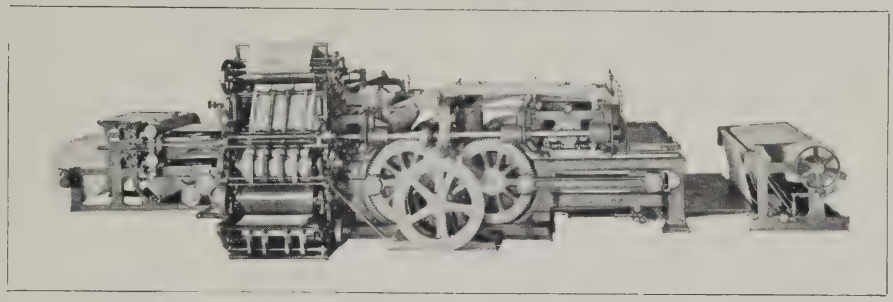


Goss Semi-Rotary Flat Bed Webb Perfecting Press. No. 1½ C equipment, capacity 4000, four, six, eight, ten, twelve or fourteen page papers per hour, delivered folded to either half or quarter page size.

This press prints four regular type forms, uses roll paper, ideal machine for dailies and large weeklies.

This Johnsonized Goss has been used only a few years and is guaranteed to be in first class mechanical condition and to do as good work as it ever did in the hands of competent workmen; yet the price we ask for this press is a decided saving from that on a new one. We will erect it in your office.

C. I. JOHNSON MANUFACTURING CO.
SAINT PAUL - MINNESOTA

Send for the complete list of Johnsonized Printing Machinery
The Economical Machinery for Printers

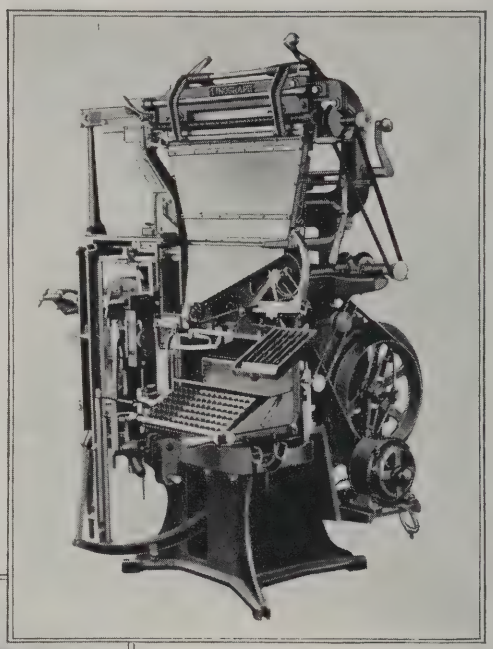
SET IN HANSEN TYPE

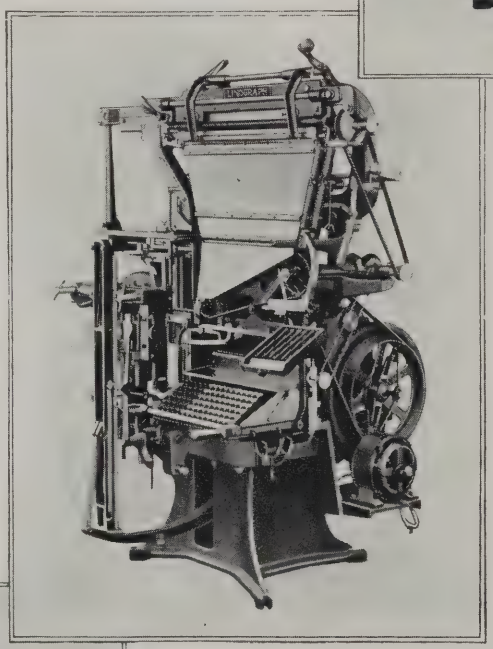
The Model 3 Linograph

Complete in Every Detail

THE Model 3 Linograph is complete in every detail, no matter whether you buy it equipped with one, two or three magazines. You can at any time add more equipment, but in no case will this require the addition of any new mechanism to the machine. There is nothing to add, unless you want more magazines and more matrix faces.

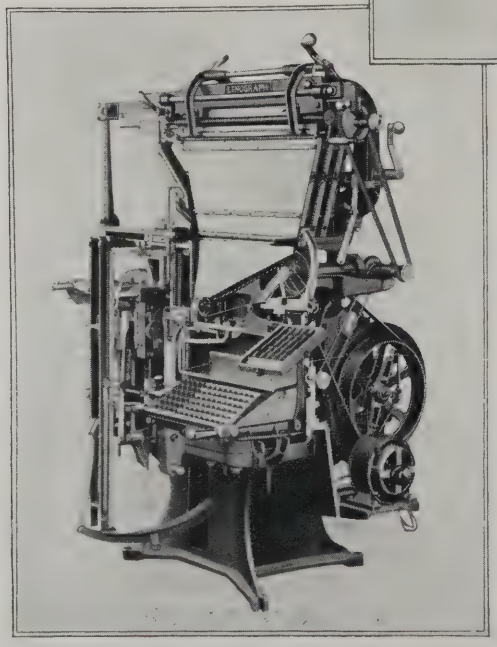
When all three magazines are on the machine changes can be made from one to another in three seconds; as quickly as the thought occurs to you. If you want to remove all three magazines and put three different magazines on, you can do it in **less than one minute,** without adjustments of any kind.





Buy Only the Equipment You Need

When your business grows you can add just the kind of equipment required by the new work; then there will be very little idle equipment with your **Linograph.** — Extra magazines, matrices, etc., are always in stock ready for immediate shipment.



Build for the Future

It is not necessary to load up with a large assortment of matrix faces at the beginning; you can start with one magazine without losing a single dollar, because the price is exactly as much less as the extra equipment represents, no more, no less. At any time you wish the extra equipment may be added, and the cost will be no more than if it had been bought all at once. Buy what you need.

SIMPLICITY AND EFFICIENCY

These go hand in hand in all operations of the **Linograph.** This is especially illustrated by the delivery of matrices direct from the casting mechanism to the distributor without any intermediate mechanism. By doing so the usual second elevator and spaceband transfer has been eliminated, as well as their component parts. At the same time a new mechanism has been substituted which transfers matrices to the distributor without at any time using the matrix combinations, and without taking any notice of whether matrices are on the Roman or auxiliary level—all this mechanism has been eliminated and a simple efficient method of transfer substituted, which saves the matrices from wear and tear, lengthening their usefulness.

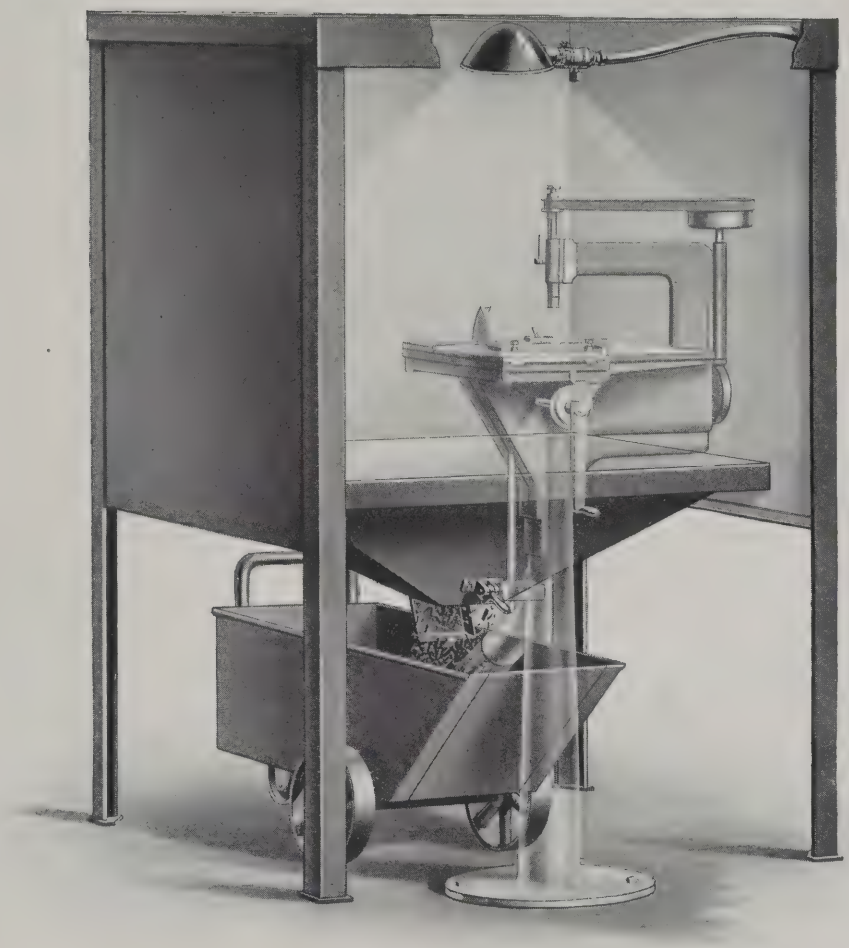
Other parts of the **Linograph** have been simplified, and in every case the chief concern has been to increase the efficiency of the machine by making it so easy to understand that no special skill is required to keep it running right.

Write for detailed description.

THE LINOGRAPH COMPANY
Davenport, Iowa, U. S. A.

Saw Trimmer Guard

No. 15742-A



Reinforced steel construction. All working parts of Saw Trimmer are enclosed. All metal cuttings from machine go into chute in rear and from there are transferred at will to metal truck below.

Inside of guard is white enameled with electric light at top, thus providing maximum light at all times.

The best device of its kind on the market.

Metal Truck shown in illustration is our No. 850.

DETAILS:

Extreme height to top, 61 inches.

Depth from front to back, 32½ inches.

Width, 42⅞ inches.

Chute is 42 inches long by 24 inches wide and 8 inches from front of Guard. Catch is designed so as to hold bottom door securely with any weight, although balanced so that with a slight touch of hand or foot it is instantly released.

Finish: Standard olive green baked enamel outside. White enamel inside.

Accommodates any standard make of saw trimmer on the market.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

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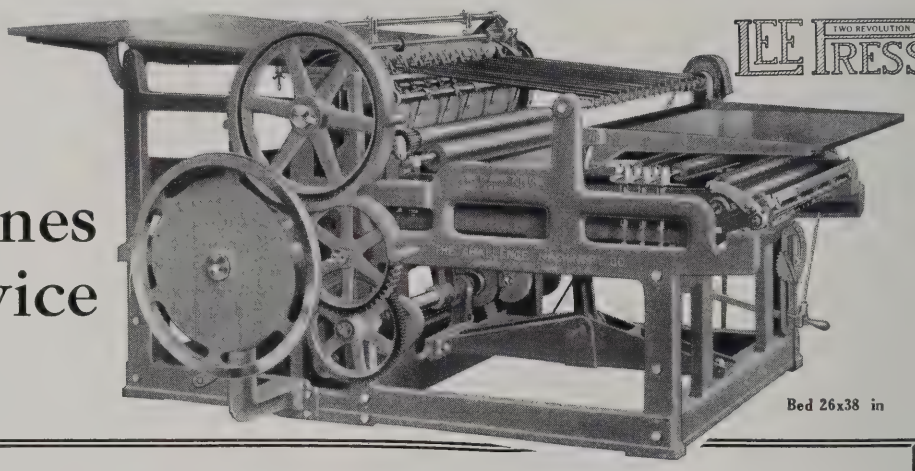

Bed 26x38 in

Quality—The Lee Two-Revolution Press is carefully built in our own shops by skilled printing press machinists, under the personal supervision of men who are press experts. The castings are all made in our own foundry, and each must pass a rigid inspection. Every Lee Press is fully erected and tested with a full form under actual printing plant conditions. Our press testers are practical pressmen. The Lee Press possesses a rigid impression, registers perfectly, has a fine distribution and will deliver a superior product at a very low cost of operation.

Service—The Lee Two-Revolution Press is built by an old established and most favorably known company that has been manufacturing high grade printing machinery for more than a third of a century. They are willing to stake their enviable reputation on it, which is a guarantee of long and faithful service to the user of every press.

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The Challenge Machinery Co., Mfgrs., Grand Haven, Mich. Chicago and New York City

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Cooper Black

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Barnhart Brothers & Spindler

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In this same vast country today there are signs and symbols that are universally known to stand for quality and service. The imprint of the Barnes-Crosby Company enjoys this distinction, wherever faithful and beautiful reproductions are appreciated.

In our shops the most complex and diversified copy receives that expert care which insures a reproduction rivaling the original in beauty and craftsmanship.

BARNES-CROSBY COMPANY

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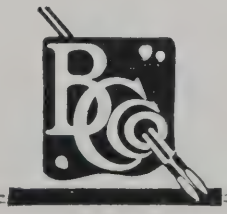

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Saws and Trims in One Operation

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Can be used for out-mortising, under-cutting, mitering and all operations required of a composing room saw. ¶ The table is level for all operations. Column cannot clog up.

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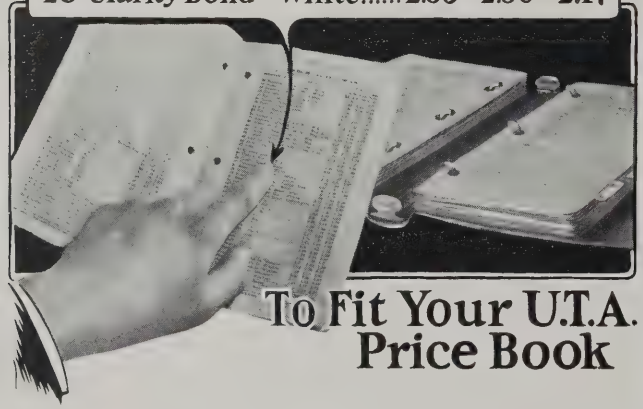
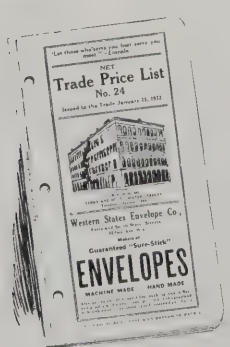


To Fit Your U.T.A. Price Book



THE most comprehensive envelope price list ever put out. All grades of one size on a page—approximate shipping weight of standard size envelopes in their different weights—approximate quantities of each size in a case. Prices quoted in less than 10,000 lots and in 10,000 and case lots—exact figures without computing discounts. Also quotations on catalog envelopes and string and metal fasteners, quoted separately for convenient estimating. And remember—this time-saving price list is punched to fit your U. T. A. Price Book. Write for it now. Address—

We Protect the Trade

Western States Envelope Co. Milwaukee Wisconsin

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

Over Eighty Per Cent of All Commercial Printing

can be instantly priced at a fair profit to the printer and a fair price to the customer from the Franklin Printing Price List—a part of the Franklin Printers Service issued every week

The subscription price is small
The returns exceedingly great

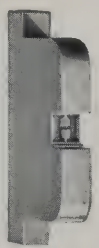
Write for special 60-day guarantee offer

The PORTE PUBLISHING CO.
Salt Lake City, Utah

Ludlow For Display

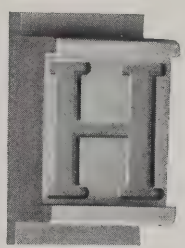
The Ludlow is a complete all-slug system for display composition up to 60 point. Bold and extended type faces are available in all sizes on the Ludlow without any mold or machine changes.

Quality type service rendered with the elimination of all single type storage.



12-Point

Compare the range of Ludlow with any other system



60-Point

Ludlow Typograph Company

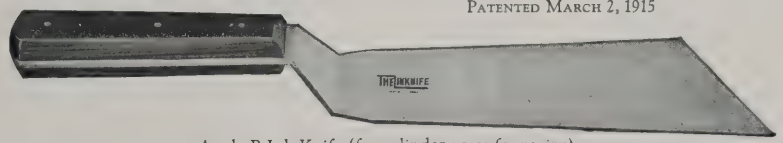
2032 Clybourn Avenue Chicago

Eastern Office 606 World Building, New York

Not in Every Pressroom—It Should be

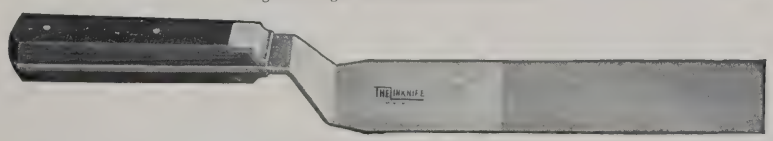
PRESSMAN'S ANGLE INK KNIFE

PATENTED MARCH 2, 1915



Angle B Ink Knife (for cylinder press fountains)

Regular Angle Ink Knife—Round End



Regular Angle Ink Knife—Square End

MADE of the best Swedish Steel, oil tempered and finished. Use the best.

THE INKNIFE
TRADE MARK

THE ANGLE INK KNIFE IS FURNISHED IN THE FOLLOWING SIZES AND STYLES:

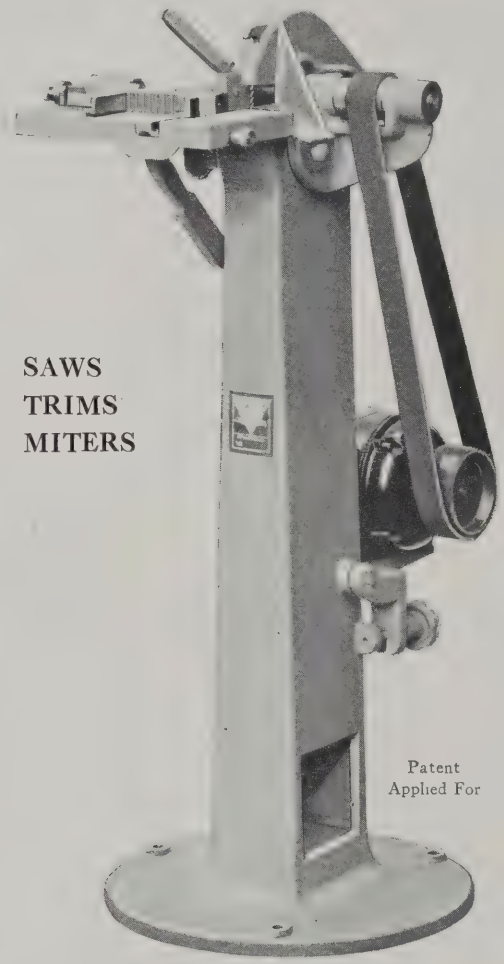
10 inch, Angle B
12 inch, Angle B
6 inch, No. 1 . . . . Round End
8 inch, No. 1 . . . . Round End
10 inch, No. 1 . . . . Round End
6 inch, No. 2 . . . . Square End
8 inch, No. 2 . . . . Square End
10 inch, No. 2 . . . . Square End

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

C. & G. Trimmiter

A Composing Room Saw



"AD-ALLEY MODEL"

A COMPACT, sturdily built machine. Designed to meet present-day conditions in the average job or newspaper plant. Fully safeguarded. Few parts. Dependable. Accurate. Made in three models, reasonably priced.

"Ad-Alley Model"
Built for speed. Cuts to 30 picas. Can be used as an auxiliary machine.

Model No. 1
Similar to "Ad-Alley model," but equipped with 60 pica gauge.

Model No. 2
Has large table and can be elevated to any position for undercutting or outside mortising. Cuts to 60 picas.

All machines equipped with Miter Attachment, Miter Gauge, and Motor of any standard voltage.

For Further Information, Write the Maker:

C. & G. MFG. CO.

538 S. Dearborn St., Chicago, Ill.

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WHEN you have metal troubles and want accurate and safe advice, send a half pound of the metal and a practical letter describing the trouble to L. D. Staplin or A. W. Anderson, 325 South La Salle Street, Chicago, Ill., and you will receive prompt and efficient attention without expense. The Charge is your goodwill toward WILKES TYPE METALS.

Wilkes Type Metals

Are carried at 20 Convenient Warehouses

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THE ONE BOOK
for EDITORS *and*
CORRESPONDENTS

Meeting with unparalleled Success

The Herald, at Baker, Oregon, orders seventy-five copies for all its correspondents, and orders for large quantities are being received from publishers in all parts of the world.

SAMPLE COPY GLADLY SENT
for 25c.
Special prices on large quantities.

PORTE PUBLISHING CO.
R. T. Porte, President
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THE BOSTON NO. 5 FOOT POWER WIRE STITCHING MACHINE FILLS EVERY NEED OF THE OFFICES NOT REQUIRING POWER MODELS

The Boston

FOOT POWER WIRE STITCHING MACHINE

Capacity two sheets to one-half inch, fine round or flat wire, easily operated by foot treadle, all working parts in view, flat and saddle table, singly adjusted, excellent stitching. Nearly 1500 users everywhere.

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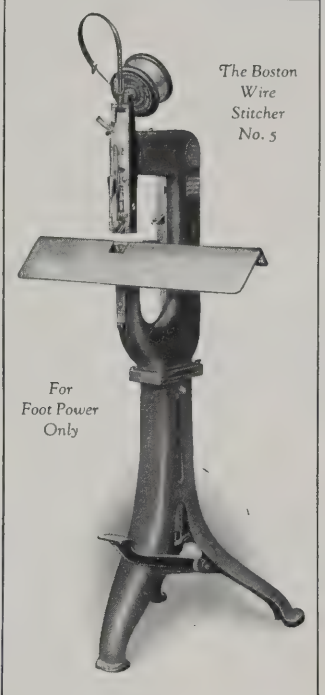
GENERAL SELLING AGENT FOR BOSTON WIRE STITCHERS



The Boston Wire Stitcher No. 5

For Foot Power Only

SET IN MEMBERS OF THE GOUDY FAMILY

YOUR CERTAINTY

EVERY advance in routing cutter efficiency originated with **"Cutters that Cut"**—the Royle Routing Cutter.

A style and steel for every purpose.

Write for Booklet No. 280.

JOHN ROYLE & SONS
Paterson, N. J.
Photo-Engravers' Machinery.

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

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A Trip Around the World

¶A trip around the world with a well-known advertising man as your guide — studying the advertising art of the entire world. Would n't that be an interesting experience? Through England, France, Germany, Spain, Italy, Africa, India, the Orient, Australia, and South America, analyzing the advertising methods of these countries, finding why they advertise differently, studying their national traits, prejudices, ideals, and habits — the whys and wherefores of advertising and advertising art throughout the world.

¶THE PRINTING ART in the March issue begins a series of articles entitled *The Advertising Art of Foreign Countries*, written by a well-known practical advertising man and artist — a man who *knows* foreign advertising.

¶The articles will be illustrated throughout, and no expense will be spared to make the series a practical reference work for advertising men, artists, export men, and manufacturers.

We believe this series to be the first of its kind ever published bringing an analysis and study of the advertising of the world's nations under a single head — a ready reference library invaluable to any man interested in advertising or commercial art.

There will be twelve, possibly more, articles in the series — each article carrying a wealth of information and valuable ideas. They will be interesting, *unusual*, and INVALUABLE.

Your name and address on the form herewith will start your subscription — MAIL IT *NOW*.

The department "Selling by the Printed World," edited by Mr. Robert Ruxton, appears in THE PRINTING ART every month, chock full of sound common sense — an advertising mint for those striving to *sell* by the Printed Word — *Printed Salesmanship*.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, beginning with the number starting the series "The Advertising Art of Foreign Countries." You may send me a bill for $4.00 (Canada, $4 50; Foreign, $6 00) to cover this subscription, which I agree to pay promptly *on the condition that if after receiving three issues, I am not perfectly satisfied, you are to refund the money without question, and I am to keep the three issues without obligation.*

Name_____

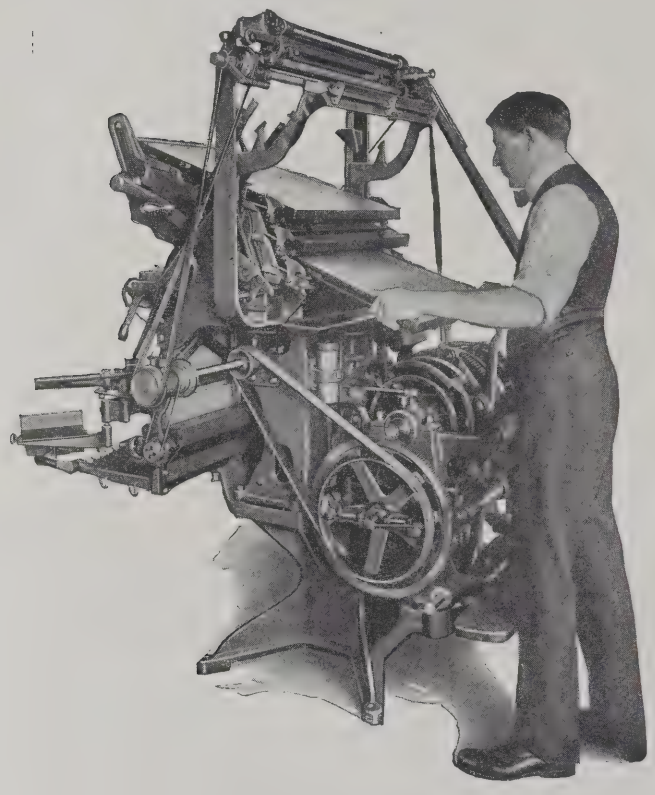
Street_____

City and State_____

3rd Reason

WHY the INTERTYPE *IS* "The *BETTER* Machine"

This is the third of a series of practical talks on Intertype construction. More will follow. Watch for them!



Flexibility!

THE man in the picture is removing the third or bottom magazine from a model C three-magazine Intertype.

Whether that magazine contains 5-point or large display matrices, it can be used with equal ease on another Model C (as the first, second or third magazine) or on a Model B or Model A.

Note particularly that the middle and bottom magazines are changed as easily as the top one.

Also that all Intertypes mold caps—regular, recessed, advertising figure, and head-letter—are freely interchangeable on the same standard mold bodies.

All of which means that *any Intertype is your head-letter machine, any Intertype is your display machine, any Intertype is your fast machine for "straight matter." All are always available in emergencies for any particular work which the occasion may demand.*

"Intertype" stands for

Interchangeable typesetting machines

INTERTYPE CORPORATION

General Offices, 8071 Terminal Building, BROOKLYN, N. Y.

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306 ARONSON BUILDING, SAN FRANCISCO
303 GLASLYN BUILDING, MEMPHIS
CanadianAgents, TORONTO TYPE FOUNDRY CO., LTD.

National Printer-Journalist

Vol. 40. Milwaukee, Wisconsin, March 15, 1922. No. 3

Your House of Happiness

By B. Y. Williams
In Ladies' Home Journal

Take what God gives, O heart of mine,
And build your house of happiness.
Perchance some have been given more;
But many have been given less.
The treasure lying at your feet,
Whose value you but faintly guess,
Another builder, looking on,
Would barter heaven to possess.

Have you found work that you can do?
Is there a heart that loves you best?
Is there a spot somewhere called home
Where, spent and worn, your soul may rest?
A friendly tree? A book? A song?
A dog that loves your hand's caress?
A store of health to meet life's needs?
Oh, build your house of happiness!

Trust not to-morrow's dawn to bring
The dreamed-of joy for which you wait;
You have enough of pleasant things
To house your soul in goodly state;
To-morrow Time's relentless stream
May bear what now you have away;
Take what God gives, O heart, and build
Your house of happiness to-day!

A Little Time Each Day for Planning

Building of Business Destiny Is in Your Own Hands No Captain Starts to Sea Without a Predetermined Destination and No Business Will Journey Through Unless It Is "Charted."

By E. G. MYERS.

THE successful business man finds it very invigorating and a good business stimulant at times to invest certain periods of the day or week in meditation. So doing, solutions to many problems pertaining to his business come to him, and he is able to clarify vexatious situations that are encountered from time to time. The printing business is no different than any other industry. There are problems to solve—obstacles to surmount. The master printer, however, as a rule, is prone to work so indefatigably that he does not have the time, or does not take the time, or perhaps it does not occur to him to utilize the time, to sit down occasionally and analyze his business and make a general survey to determine what his business needs are or what will be best for its propagation.

The printing business today needs a thoroughgoing analysis and survey. Like many other businesses, it has been beset with financial reverses and general business stagnation. But isn't it reasonable to assume, that out of the vortex of things as we find them, there may be, after all, factors making for new stimulation that do not seem apparent on the surface? For instance, we might divide the industry into a number of different spokes of a wheel, and then take each spoke separately and investigate what its particular brand of illness is, diagnose the malady, and apply the curative agent. In this article the industry is discussed in a comprehensive way. It may, even if in a small way, supply the inspiration for perhaps a more thoroughgoing analysis.

GREATER EFFICIENCY AND UNIFORM PRODUCTION.

The industry has been beset with all sorts of pests under the guise of "efficiency". It has become common gossip that "efficiency" implies running an underground pipe line from some supply house to the office that is being "efficienced". When a job is done the victim has just about enough energy left to come up for air. Yet there is need, and there is in the printing industry the ability and the desire on the parts of individuals and concerns to render real efficiency service. We should call it, however, engineering service, which would incorporate the analysis of each business as a separate entity, a careful survey, notes on needs regarding space for different departments, the kind of equipment most suitable and most practicable, and production methods. Here is a mouthful for any master printer, and yet if we hope to get a start at the bottom of the ladder of success in any industry, engineering and production methods must be applied.

KEEPING THE STIFF UPPER LIP.

Application of the "stick brother, stick" policy as regards estimates and quoting prices is one phase of the business that right now needs most attention. In the thoughtless eagerness to keep machinery running there always has been a tendency, during slack times, to cut prices. This sore festers and in time the entire section is afflicted with the malady of price-cutting. If a thing is worth so much money at one time, it is worth just as much at another time, all trade conditions and the cost factor being equal. But to rush headlong into a price-cutting orgy can only serve to unbalance trade, by stimulating unfair competition and creating a feeling of doubt in the minds of the buying public that the printing industry is a sort of hoodwink affair that has many kinds of prices, and will choose the price befitting the occasion—dropping out the bottom if a competitor appears on the scene.

There is no greater incentive towards stabilization of business, nor a surer method, than the installation and conduct of a standard cost finding system. The printer who knows his costs is not the price-cutting kind, because he cannot afford to play the fiddle on a losing game. He is a poor musician when it comes to about one-half; in spare cases possibly about two-that, and he hasn't even manifested a desire to learn much about that kind of music. Therefore, he is successful. If you haven't a standard cost-finding system, arrange to install one and become from that day a business man instead of a liability to the industry.

MEMBERSHIP IN ORGANIZATIONS.

How many of us put the constructive thought and interest to which they are entitled into the employers' organizations? The printer who joins an organization and remains away from meetings and conferences is by no means an asset to that organization. He is at once a liability and a lien. Attend most any employers' organization meeting, and you will find out of the entire membership there are usually present about one-half in spare cases possibly about two-thirds. If there is any good in organization, and the things that are discussed and acted upon in these meetings have any merit, then the printer who belongs to such an organization and does not attend the meetings is missing one of the biggest factors of his success. He is disloyal and should drop from the membership roll. Trade matters are always discussed, new ways of surmounting obstacles, and many other things of vital interest to the employer are constantly coming up.

If you do not belong to an organization of employing printers, make up your mind that it is desirable to take out membership. If you are a member of an organization determine that you will attend every meeting, and that you will manifest a wholesome interest in what is going on; put your shoulder to the wheel and put some constructive thinking as well as acting into the project. You will be the gainer and the industry in general will benefit.

Somehow, it always happens that the man who is a member of an organization and does not attend the meetings "lays" for some fellow member the next day and quizzes him about what went on at the meeting last night. You can't get first-hand, authoritative information this way, any more than a half dozen reporters seeing an accident will report the occurrence in anywhere nearly the same manner.

If there is any merit in the getting together of employer and employes—and there is—then the opportunity to have stated conferences with mployes should not be scoffed at. You will learn more about your business at these conferences than you can possibly know in the general routine. The employe who is sought in conference feels, as he justly should, that he has a proprietory interest in the business. It is through his efforts that your business is successful. The mediocre workman can be made a plugger for you if you will give him half a chance. Of course, there

always have been and always will be the radicals within our ranks that tear down rather than build up. Yet, by fostering the get-together spirit the radicals will soon be shamed out and perhaps will also follow in line and become pluggers for you. It the final analysis, it is up to you.

THE TRAINING OF COMPETENT WORKMEN.

The outstanding need of the industry today is the training of apprentices. There always has been a laxity of interest in educating young men. If we hope to propagate and foster the industry and see it grow in art, as well as in volume, we must jump in and finally make up our minds that we are no bigger than our employes. To amplify this thought the writer implies that unless we manifest an interest in the apprentice and take a part in the education of young men, we are not going to clarify or even solve the pressing help question. With the standardized course of instruction so eminently arranged by the committee on education of the U. T. A., the work for standardized, rational education in craftsmanship has been evolved, but if we do not lend our support their work will have been for nothing.

There is a huge task ahead. Employer's organizations must interest themselves in vocational training. They must work in harmony with local school boards and in many other ways throw themselves into the spirit of educating and keeping the interest of the young men at high tide. There are numberless young men who want to enter the industry. The difficulty in times past has been that with the treatment the apprentice usually receives within the office he sours on the business, and he, in turn, discourages other young men who may have had in mind taking up the study of printing. If a lad enthuses over what he is doing, don't you mistake it he is going to spread enthusiasm in the hearts and minds of other young men, and they, too, will want to break into the game.

Every local organization should have a thoroughgoing committee on education whose duty it will be to meet with and co-operate with boards of education, help them with the courses of study and lend every effort to make vocational training a success.

It is a matter of record that in quite a number of states splendid vocational schools and schools of printing have been functioning for many years. However, it was brought out at the Toronto convention of the U. T. A. that, if at all, a very feeble effort has been made on the part of local organizations to co-operate with and lend their assistance to school boards in furthering vocational training. If we have any pride in our business and hope to feel when we reach affluence that we have done our part in still further ennobling our industry, and leaving it a better business than when we entered it, we must lift ourselves up by our bootstraps, dispel our lethargy and manifest a new interest in the training of apprentices, in vocational education and in craftsmanship.

MODERN EQUIPMENT AND APPURTENANCES.

The slipshod method of the past will not go today. This applies also to out of date machinery and equipment. Machinery, after all, is the cheapest thing in your establishment—labor is the most expensive. The master printer who is operating a plant with run-down, out of date machinery is fooling himself if he thinks he is making any money by withholding purchase of modern equipment. Human nature works along advanced channels. The vast majority of craftsman produce the best work and more of it if they are working in a well equipped establishmnt on modern machinery, than is the case if they work with run down equipment. Clean up your plant and discard the old time machinery that has more than paid for itself and which you are justified in scrapping.

CREDITS AND COLLECTIONS.

The business man who permits a customer's account to run two, three and four months is unwise. He is doing his customer an injustice, if he does not press collections and payment of bills every thirty days. Permitting the account to run makes it the harder for the client to settle and makes it manifestly harder to collect it. Unquestionably, a large part of our overhead is chargeable to bad debts. Through your persistence and thoroughgoing business methods you can stabilize your credits and keep your ledger balanced as it should be, as well as lower your costs by eliminating the bad debt column.

Credit implies confidence—confidence that you manifest in the customer to pay the debts he incurs. No man who is buying on credit is fair to himself nor to his creditors if he does not settle his bills promptly. See that your customers justify the confidence that you repose in them by demanding and securing prompt buying public that the printing industry is a sort of hoodwink affair that has many kinds of prices, and will choose the price befitting the occasion—dropping out the bottom if a competitor appears on the scene.

There is no greater incentive towards stabilization of business, nor a surer method, than the installation and conduct of a standard cost finding system. The printer who knows his costs is not the price-cutting kind, because he cannot afford to play the fiddle for a losing game. He is a poor musician when it comes to settlement.

PROMOTION OF ART AND DESIGN.

We are in a new era in art. Printing of every kind today is blossoming forth in a new form of typography. What are you doing to get your share of the good business that will be offered by concerns that recognize the wisdom of good typography? Are you training anyone in your establishment in the fundamentals of art, of typography, of layout and design? If you are not, you are missing one of the opportunities of the age. If you intend to measure up to the principles of art, and if you want to foster craftsmanship, then you must recognize that just ordinary printing and ordinary typography will not get the really worthwhile business. Go out after this kind of business, but don't go until you have the organization that is capable of following through.

In line with the above it is well known that direct-by-mail advertising is increasing enormously each year. We shall not go into the reasons or causes for this increase, though if it is any indication as to the direction the wind is blowing it would seem the part of business wisdom and good judgment to set your sails in that direction. Creative selling ideas therefore are in order.

Perhaps you think your business is too small to employ a combination layout man and salesman. No business is too small to support the necessities that make for the success of that business. There are emanating from schools of art and schools of journalism today many bright young men who will be mighty eager to start at a low wage for the opportunity of getting experience and many of them really have splendid ability and wonderful ideas. Make up your mind that your business will carry, not as a payroll expense, but as an asset, a promotion man.

In closing it is fitting that a little philosophy be injected. No business runs at its best unless we manifest the proper enthusiasm. It is the chap that goes to the office in the morning with a twinkle in his eye and a smile on his lips who is usually found to be conducting a successful business. His smile and enthusiasm radiate and vibrate the very same brand of enthusiasm, cheerfulness, kindliness, and helpfulness to others. Things run smoother. His day is a happy one, though it is not by any means an idle or an aimless one. He is able, because of the frame of mind he constantly is in, to take care of more detail, solve more apparently insurmountable problems, and wind up the day with the decks clean, everything having run smoothly.

The Editor

By CHARLES L. RUNDELL.
The Knickerbocker Press.

My eyelids droop, my brain is tired, at one o'clock in the morn.
As I wrestle with stories yet undone, for a paper must be born;
The copy readers struggle on with pages of this and that,
The copy boys have disappeared and I wonder where they're at.

The wire is slow and so are my thoughts! I've been at work since noon,
But I have learned to plod along and from rest am immune;
There are market and raids, and murders, too, a party, an auto spill,
All rushed together with various heads and forty columns to fill.

Or there are stabbings and booze arrests, a fight or a running race,
Enough for fifty columns or more with twenty-four of space;
It's easy enough to dope it out at noon when you are fit,
But the stuff keeps piling up at night when you feel you've done your bit.

The copy is awful, the staff seems dumb, the leads are buried deep,
And stories to be written lie on my desk a scrambled heap;
I sometimes wonder if it is my fault that nothing right is done,
But I am certain so many mistakes could not be laid to one.

So I patch 'em up and write 'em over and put 'em through the mill,
Only to find when I feel I'm done, the pile is growing still;
And then I ponder after I've written a dozen leads or more
If they are any better now, or as good, as they were before.

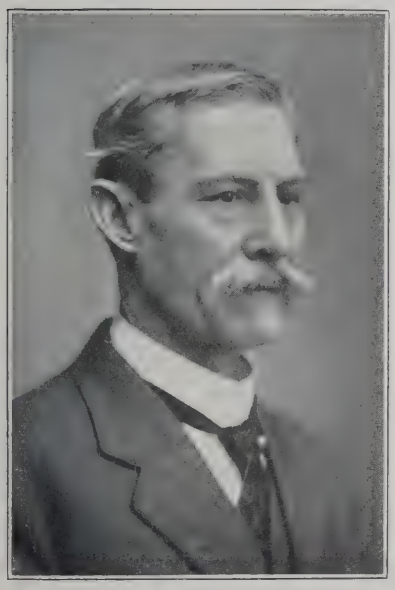
The dead line comes and I cap the day with a murder, fire, or raid,
The presses run and the paper shows many mistakes I've made;
I grab a lunch and hurry home, nor linger by the way,
For the time is short to catch a nap and it's soon another day.

But I would urge the guy who reads and picks flaws in the news,
Then hurries in to bring his wail, and scatter his abuse,
To take my desk just for one night and see how he comes out,
And he would find some things I know, he never read about.

NEWSPAPER BUILDING

An Ideal Worked For and Lived For

Sound Methods and Attention to Detail Build Small Newspaper Into Powerful Institution
Racine Journal-News in Palatial New Home



F. W. Starbuck
President

SINCE it is general practice to use Henry Ford and the wonderful industry he has built as being the best example of modern business romance, it might not be amiss to refer to this man in connection with this article dealing with the growth of the Racine *Journal-News* of Racine, Wis.

While it is admitted that Henry had nothing to do with the case, it may be pointed out that his was a splendid example of what ambition and ideals plus practical optimism and hard work can accomplish. With no particular prospects of success he won where others failed.

Now, it is admitted that not all of the smaller newspapers, whose earnest editors read these pages, can surely expect that their papers will grow to become mighty organs of newspaperdom. From their present viewpoint no such opportunity may loom on the horizon, but then no definitely outlined success was visible to Henry Ford, in early days. Similarly when F. W. Starbuck took control of the Racine *Journal* years ago there was but the most meager prospect of growth. That was forty-eight years ago, when it required an heroic disposition to launch into the uncertainties of newspaperdom. Racine at that time was a typical small town, and the Racine *Journal* had no particular reason to believe that it would grow much beyond its original modest size. There were no telephones, electric lights or power, no street railroads, city water works, or city sewerage system. Now, although the city grew it did not follow that the *Journal* would necessarily share this growth when other newspapers lived for a while and then passed into history.

F. R. Starbuck
Sec'y-Treasurer and Business Manager

In January of this year the Racine *Journal-News* moved into its new home, which is one of the most complete, up-to-date and splendidly equipped newspaper plants in the country.

Of course, there was a reason for this growth, or more properly speaking, there were many reasons, and the moral for the small newspaper publisher who reads this article is that these same reasons or causes can be used by every newspaper proprietor towards developing a better publication, and becoming worthy to continue not only to exist, but to grow and thrive.

METHODS WHICH PROMOTED SUCCESS.

From the very first it was Mr. Starbuck's undeviating rule that there was only one rate to advertisers; that a minority should not dictate the price for the majority. The wisdom of this has come down the years in the knowledge of the business men of Racine, that there is no rate cutting nor is preferential treatment given anyone.

Those who know Mr. Starbuck best are aware of his firm stand never to reply to attacks on his paper. His policy from first to last was to ignore innuendoes and carping criticisms of jealous competitors. His effort was to be fair on all issues, to influence rather than force. In fact he felt above this class of journalism.

THE BEST EQUIPMENT AND SYSTEMS.

It was his every effort to keep the paper, not abreast of the times, but ahead of it, and to that end put every dollar possible into its investment in the shape of adequate machinery and the most efficient help.

It was also his custom to see that every possibility of injury or worse be eliminated by adequate guards on machines, elevators, stairs, etc. Years ago industrial commissions were in their infancy, but with Mr. Starbuck it was not a case of compulsion by law, but of protecting the life and limb of those whom he employed.

As one of the older employes said some time ago: "Mr. Starbuck for years kept all his own books, his methods were exact and he took a great pride in having the records in the best of order. He felt that the details of every transaction so far as necessary should be set down in black and white so that there could be no question of their correctness."

Mr. Starbuck desired results. He worked hard for that goal, and although he had much to contend with, by his energy and perseverance, attained his object. He expected his assistants to do their share, and although he was found at his desk early and late, was never known to force his employes beyond what was considered a fair day's labor, and it was his pride to pay as high salaries as the proceeds of the business would permit. He had no use for the shirker but realized the limitations of human nature.

Another wonderful characteristic of Mr. Starbuck, was system. In his desk was a place for everything included in both the business and editorial departments. Hundreds of editorial and miscellaneous clippings, from newspapers all over the United States, with the date of clipping and name of publication, and many of these used as copy in the *Journal* every day, were carefully arranged and every evening when he left his office, editorials and other matter were on the hook for the typesetters next morning. Besides data was kept of national, state and city events, such as big fires, cyclones, earthquakes, accidents, floods, murders, etc.—valuable beyond measure for reference.

Old Policy Retained in New Home.

The thorough business methods which characterized the *Journal* in its early days were maintained when in 1912 the Racine *News* was purchased and combined with the *Journal*. They are still maintained, except being amplified and brought up-to-date, in the splendid present home. The structure is a handsome building, which alone cost $115,000, and is 110 x 60 feet in dimensions, located on the corner of Fourth and Wisconsin streets in Racine. The building is two stories in height, of fire-proof concrete construction.

The main business office is on the first floor, where are also located reporters, advertising and circulation departments and executive offices. These are all arranged in the most practical manner possible, while at the same time the arrangement is inviting and pleasing. On the second floor there are the Associated Press representatives, desk editors, proof readers and foreman. The press room is located at the southeast corner of the first floor where is found a new 24-page tubular Duplex press, which also has a color deck.

The stereotype room alongside, facing Fourth street and the alley, contains a new 5,000 pound melting pot, heated by gas, the flame being scattered by a blower; a three unit steam table operated by electrical compressors, also heated by a gas fire boiler at 90 to 100 pounds pressure; a shaving and trimming machine for plates; matrix scorcher, chiseling block; flat cast shaving machine; routing machine; linotype melting furnace and plate and tail shaving apparatus; matrix making tables, etc.

There are also locker rooms for the men, washroom, toilet, etc.

The floor in the composing room is of wood laid over concrete. In the stereotype room the center is wood with concrete under the larger machines.

A dumb waiter conveys the finished plates to the pressroom below while a large elevator 6 x 7 feet travels from the basement to the second floor.

In the Basement.

The basement is well lighted and contains a large room capable of holding 200 carrier boys; in one corner of this is the mailing department. A chute comes through the wall from the pressroom down which the papers slide as they are taken from the press.

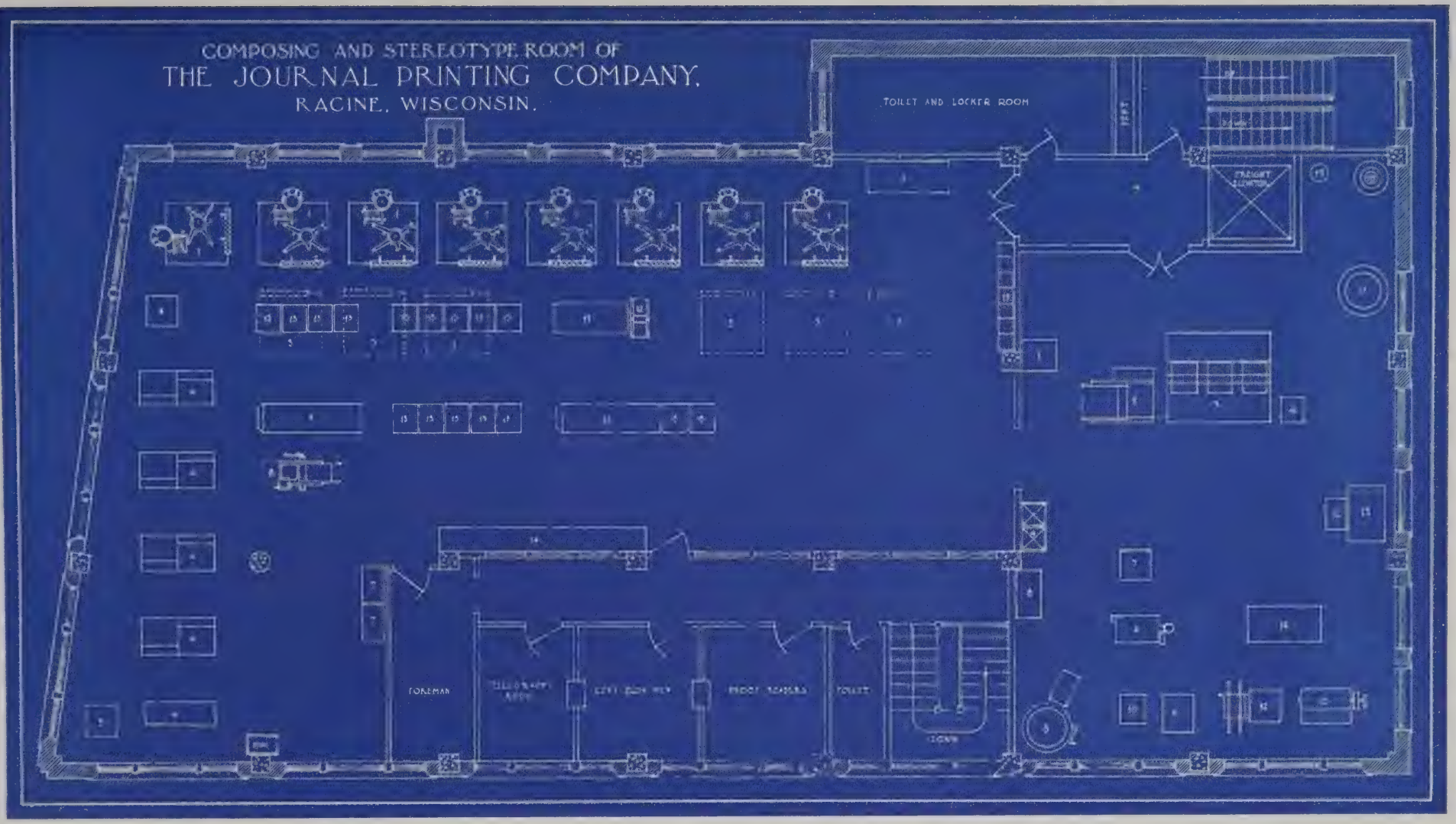
The second largest room is that arranged for print paper storage. This room is capable of holding four or five carloads of paper.

The newsboys who sell on the street have a separate room coming down stairs from the short alley to the north.

The print paper is delivered from Wisconsin street, a sidewalk lift having been made. When this is open the rolls from the delivery truck are placed on a skid, then slid to the curb and sent down the concrete chute to the basement. The basement also contains a fireproof vault where the bound files are stored. When it is considered that these run maybe back in the

(Continued on Page 18)

— Journal News Building —
THE NEW HOME OF
THE RACINE JOURNAL NEWS
— Section of main office —
Main office
— Composing Room View —
— New Duplex Press —
— Battery of eight linotypes —
Photos by Malme



KEY TO DIAGRAM OF EDITORIAL, COMPOSING AND STEREOTYPING DEPARTMENTS

COMPOSING ROOM

1 Linotypes.
2 Linotype Machinist's Work Bench.
3 Space reserved for additional Linotypes.
4 Type Cabinets.
5 Type Caster.
6 Saw.
7 Cut Cabinets.
8 Proof Press.
9 Ad Assembling Table.
10 Make-up Table.
11 Linotype Dumping Table.
12 Galley Proof Press.
13 Make-up Trucks.
14 Cut Bins.
15 Lockers.

STEREOTYPING DEPARTMENT

1 Mat Cabinet.
2 Matrix Rolling Machine.
3 Steam Table.
4 Matrix Bending and Drying Machine.
5 Metal Pot and Casting Box.
6 Shaver and Trimmer.
7 Chipping Block.
8 Water Cooler.
9 Plate Elevator.
10 Flat Casting Box.
11 Flat Casting Box.
12 Flat Saw.
13 Shaving Machine.
14 Table.
15 Mat Making Table.
16 Mat Making Table.
17 Linotype Melting Pot.
18 Dross Melting Pot.
19 Dross Tank.

An Ideal Worked For and Lived For

(Continued From Page 16)

seventies and some even earlier and there are also the Racine *News* files it can be seen how important it is that these files which money could not replace, be kept where they can not be tampered with or damaged in any way.

Alongside of this is another room where the full page matrices will be kept for a year. Each day's pages are placed on a separate shelf.

The boiler room and coal cellar are in the northwest corner. A Kewaunee pressure boiler supplies the heat and it is a well known fact what excellent service this gives.

Of particular interest is the composing room, a blue print of which accompanies this article. A splendid and practical arrangement of machines and equipment has been worked out and a most unusual lighting scheme has been devised. Opaque windows on three sides and a large skylight diffuse the light thoroughly in practically every corner of the room and make for the highest efficiency.

The present executives of the company are: F. W. Starbuck, president; D. F. Griswold, vice-president; F. R. Starbuck, secretary, treasurer and business manager; H. S. Mann, assistant business manager.

Arrangement of Mechanical Departments.

Study of the blue print of the layout of the Mechanical departments of the *Journal* company on page 17, discloses that real thought and study was put into securing a flexible arrangement as well as to take advantage of all the natural light. The Journal is particularly fortunate in securing a location that affords natural light from practically four sides of the building. This made the arrangement of the equipment quite simple. The ad frames are conveniently arranged along one wall with a solid expanse of window space, which floods this department with natural light. This is also true of the Linotype department. Copy finds its way from the editorial department to the copy desk, which is partitioned off within the composing room. From here it is relayed to the linotypes, and follows in one unbroken line through to the make-up tables, and from there into the stereotyping department.

The comfort and convenience of employes was taken into consideration with the result that sanitary facilities are ideal. Pillers are so placed that they, in most instances, afford no obstruction.

The story of the growth of the Racine *Journal-News*, as stated before, is one which the smallest newspaper publisher may use as an example of what can be accomplished. It was not chance nor geographical advantage that built this success. It is an example of an ideal worked for and lived up to.

Pioneer Badger Papers

The past month seems to have been an anniversary period in Wisconsin, as during this time three newspapers celebrated the passing of many years in business, two of them having exceeded the three-score-and-ten mark, while a third reached its half century birthday.

Eighty Years of Age.

The Grant County *Herald* of Lancaster, Wis., has just passed into the eightieth year of its existence. Its existence, by the way, has been unbroken since the paper was founded in 1843. During the course of such a long period the *Herald* has had its vicissitudes such as any business would have but it has survived them all and marched from the pioneer days to the present as the servant and free press of its constituents. Today the *Herald* is the third paper in age in Wisconsin, being surpassed by two—The Madison State *Journal* and the Milwaukee *Sentinel*. The *Herald* is by far the oldest business institution in Grant county and thanks to the loyal support of its many patrons—among the most flourishing.

Three-quarters of a century is a very long time, yet that covers the period during which The Prairie du Chien *Courier* has been published. It enjoys the distinction of being the fifth oldest newspaper in Wisconsin.

The *Courier* celebrated its seventy-fifth anniversary with an interesting historical review that covered page 1 with handsome 10-point type—better known as long primer to the older members of the craft. The story tells how The *Courier* "has held a prominent place in the newspaper field of this section and helped mold public opinion, recorded the births and deaths, told of the improvements, sanctioned laudable enterprises, mourned with relatives of the departed, mingled with the marriage festivities, saw the country change from a wilderness to civilization, wild Indians and wilder beasts cleared from the scene of wonderful farms of the present day, with its domestic animals, with more domestic people."

For fifty-three years the late William D. Merrell was the vigorous editor of this pioneer journal. When he died in 1911 Henry E. Howe became the editor and owner. Assisted by his son, Lyman, he continues to pronounce a blessing upon his community every week by giving it a good newspaper.

Half A Hundred Years.

The *Journal* of Berlin, Wis., recently had on exhibition a copy of the Cranberry State *Journal*, so named because of the thriving cranberry industry carried on around that city. This paper was the nucleus of the present *Journal* and dates back fifty years when it was started by the late Chas. G. Starks and Eugene Hoit. The paper was of four-page size 11¼ by 8¼ inches, with a column length of eight inches. As a relic it was highly interesting as well as amusing.

The salutatory or excuse for publishing the paper contains the following information, tersely told:

"It has been customary ever since the Dutchman invented printing to offer an excuse for starting a new paper. Such an excuse is called a 'Salutatory.' The reason we present the Daily Cranberry City *Journal* this morning is, first: because we want to. A better and more sufficient reason is that the visitors at the fair want something spicy every day to read in the shape of a newspaper and our merchants want some medium of communication with the crowd to advertise their wares. This paper will be issued daily during the fair. Daily circulation: Something less than 250,000."

As proof that the paper is somewhat archaic the following are two interesting items which appeared in this issue.

There are brought into Berlin every week 10 barrels of Milwaukee beer. Besides this, Berlin beer and that made in other towns in the state is drunk freely.

A local advertisement—"For three days Jones & Hughes offer those pretty hoop skirts for 50 cents! Go for them, ladies."

Oldest Magazine Claimed.

Wisconsin now claims the credit of having the first literary magazine in the northwest. It was published at Kenosha, then Southport, and antedated the Chicago *Magazine*, which was believed to be the first of its kind by about fifteen years. The name of this unique Wisconsin publication was *The Garland of the West.*

Plowing about in the old records and files of the State Historical society of Madison, this unique discovery was made some time ago by M. M. Quaife, editor of the organization. He spent considerable time verifying the facts. The Wisconsin publication was started in 1842, while the Chicago *Magazine*, which has heretofore claimed the historic honor, came into existence in 1857.

Value of Good Typography Intrinsic

The Constituent Elements and Fundamentals of the Language of Types and Correlated Borders and Ornaments and the Reaction on the Producer and Purchaser

By BEN C. PITTSFORD, in *The Trade Compositor.*

THE visual impression made by a piece of sales literature or an advertisement is an important factor in making it valuable as a results producer. Attention-value is the first essential in good advertising—the more attractive a sales message the larger the number of persons who will see it, and, seeing it, be apt to read it.

Good typography consists of proper type selection, skillful grouping of illustrations, display heads and text matter, so that prospective buyers will not only be attracted by the announcement but will find it interesting, easy and pleasing to read. The advertisement—whether it be in a magazine, newspaper or trade journal, or whether it be a booklet, broadside, folder or announcement—which arrests the attention of the greater number of readers will sell the most goods.

In modern advertising, experience has shown that the most satisfactory sales results are secured by the use of good typography. Since it should be the desire of every craftsman to make the product of his skill of the utmost value to its purchaser, it should be obvious that "good typography" is not only of value to the advertiser, but also to the man who exerts his best efforts to produce it.

A good typographer is essentially a creative genius—an artist who works with lifeless, unyielding materials, yet produces a finished product which reflects the "feeling" of an artist, the warmth of a friend's greeting, and the persuasiveness of the "star" life insurance salesman. It might be said that these are the fundamentals of good advertising—advertising which pays.

From the standpoint of the craftsman, good typography costs no more than ordinary typesetting. This is specially true when the results are considered, as the difference in the finished product and its value to the purchaser more than offset whatever small differential there may be in the original cost. A piece of literature or an advertisement in a publication, when the type is unintelligently and ineffectively composed, costs just as much to print and place, as when designed and executed in a typographically correct manner by men who are familiar with the art of sales-compelling composition.

It is becoming recognized by advertisers that there is short-sighted economy in spending large sums of money for direct-by-mail sales literature or advertisements in magazines or newspapers, and then use an ineffective arrangement of the message, which prospective buyers will merely glance at and never read.

An advertisement or a piece of literature is a voiceless salesman, yet speaks volumes by means of the printed word. As with the personnel of a sales force, the more favorable the impression received by the eye the greater the attention which will be paid to the printed sales message.

RECOGNIZED BY NATIONAL ADVERTISERS.

Perhaps the best evidence that good typography has a commercial value to the buyer is the fact that practically all concerns which advertise on a national basis pay considerable attention to the typographical appearance of their printed sales arguments. The advertising appropriations of some of these firms run into millions of dollars yearly, and the supersales-power of their expertly and artistically set ads is indisputable. Such organizations as Hart, Schaffner & Marx, Gillette Safety Razor company, National Biscuit company, Proctor & Gamble, and hundreds of others of like standing, are very particular about the typographic appearance of their advertising—which proves beyond question the greater sales power of good typography.

Successful advertisers, from long and costly experience, have learned that goods typographically advertised are more easily sold. They know that their ads must radiate personality and possess clear-cut readability. Above all things else, they must get themselves understood, believed, and acted upon. Otherwise, how can they hope to create prestige, build good-will, attract customers, convince prospects, sell goods, and get the repeat orders which assure a continuance of business?

STYLE AN ESSENTIAL ELEMENT.

In looking over the advertisements in a newspaper or magazine, or when reading a direct-by-mail folder or announcement, the eyes are halted and the attention fixed by certain definite typographic elements.

Perhaps the most vital of these elements is "style"—that special individuality of appearance, or distinctiveness of dress, which makes the sales message stand out and ask for a reading. The attractive power of style is very subtle, its persuavity is quietly and yet dynamically positive, and it is the big fact to strive for in designing a series of advertisements or planning an active direct-by-mail campaign.

Style as applied to good typography depends on the following essential elements:

First—Intelligent interpretation of the advertising appeal and the understanding of the purpose of the advertiser.

Second—Proper type-selection.

Third—An effective design and decoration.

Fourth—Attractive illustrations and forceful display heads.

Fifth—Properly balanced type-masses, pleasing tone and color-harmony.

Sixth—The utmost care in composition and spacing.

Seventh—The use of adequate white space.

The above are most of the mechanical details which must be considered in producing a finished product which will adequately measure up to the modern ideals of good typography.

In the past not a great deal of attention has been paid by the typographer to the sales value of the expressions of his art. He has been content to produce, and, until comparatively recent years, has not realized that the "art" side of typography possessed commercial possibilities. It should be evident, however, that, since a well-executed advertisement or piece of sales literature requires the exercise of more than the ordinary amount of skill and artistry in its execution, it should have a proportionate value.

Advertisers are beginning to realize that an advertisement which is so composed as to add to the value of the printed message is worth more than the kind which lacks this merit—in fact, is the only kind which it pays to buy. They are willing to pay more for it.

Thus, good typography pays.

It pays the printer who so organizes his plant as to sell creative effort, and not mere hours of labor. It profits the buyer, who through its use secures a greater return on his investment in advertising or publicity.

THE NATIONAL PRINTER-JOURNALIST

Established in 1883 as The Printer and Publisher

PUBLISHED MONTHLY

by

TRADE PRESS PUBLISHING CO.
Montgomery Building, Milwaukee, Wis.

Entered at the Milwaukee Postoffice as Second Class Matter

BENJAMIN S. HERBERT - - - - - - - - - Editor
E. G. MYERS - - - - - - - - - - Associate Editor
H. J. LARKIN - - - - - - - - - Managing Editor
H. A. APPLE - - - - - - - - - - - - Publisher
F. L. GOULSTON - - - - - - - - - Advertising Manager
P. C. TREVIRANUS - - - - - - - - - Business Manager

Official Paper of the National Editorial Association

Member of National Editorial Association, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association, Club of Printing House Craftsmen.

BRANCH OFFICES

NEW YORK OFFICE—
CLAIBORNE M. GARRETT,
The Commerce Chambers
48 East 41st St.

CHICAGO OFFICE—
E. J. KEYS,
743 Webster Bldg.
Van Buren and La Salle Sts.

DETROIT OFFICE—
ROY BUELL,
516 Leightner Bldg.,
242 La Fayette Blvd., W.

CINCINNATI OFFICE—
D. L. PROUTY,
505 Lyric Bldg.

ST. LOUIS OFFICE—
M. M. SHURMAN,
713 Star Bldg.

WESTERN REPRESENTATIVE—
C. M. MINIER,
510 Title Insurance Bldg.
Los Angeles, Cal.

513 Pacific Bldg.
San Francisco, Cal.

405 Walker Bldg.
Seattle, Wash.

To save delay send all general and subscription communications to the main office at Milwaukee, Wis.

SUBSCRIPTION RATES

In the United States, Cuba, Mexico and Canada, $2.00 per yr.
Foreign subscriptions, $3.00 per year.

MILWAUKEE WISCONSIN, MARCH, 1922.

Are You Doing Your Part?

In times of panic and depression the courageous always come through without having been "nicked". If there ever was a time for constructive thinking it is such times as now—and this constructive thinking must be backed up by constructive acting. The chap who sees possibility around him without going after it, isn't doing much to foster, promote and further better business conditions. There is always a rift in every cloud, no matter how dismal or dark the setting may be. It needs only the enthusiastic, wholehearted, energetic thinking and acting to start business going toward a new trend of success. The man who possesses the ability, the reliability and the endurance and action, doesn't wait for things to get better; he goes out and does his share toward making them better. Are you doing your part?

Who Pays the Freight?

In a recent address before Baltimore Typothetæ, Senator Cartwright said: "No employer pays his employees. If he does he is going broke! Every employer adds the price of labor and service, and passes it on to the customer, and it goes on down until it reaches the man in the trench, the man with the hoe—and he pays. He can't pass the buck! It doesn't matter whether you are working under Bolshevism, Communism, Socialism, or I. W. W. 'ism, labor pays its own wages. And when labor tries to pay itself more than the article is worth, then labor goes unemployed. Can we get that over to the workman? When we can, labor troubles will be over."

Printing, the Mother of Progress

The above slogan has been adopted as the official motto of the printing industry. This, after a nation-wide contest by the U. T. A. in which many thousands of slogans were submitted.

That the committee deciding upon the slogan did well in choosing this particular slogan is not a question for debate. On the other hand, how far-reaching will be the slogan selected in portraying to the reader the value of printing, and how far will it supply the incentive for securing more printing.

Picking up the slogan as a thought, it is at once pleasing and inspiring. Printing—The Mother of Progress. The full effect of this slogan does not become apparent on first reading, yet its subtle charms become the more inspiring upon the impression going the deeper. To all of us, *mother* has always been the dearest name, as well as the dearest personage in our lives. Nothing has ever come to mean quite so much to us as mother. And here it is associated with what we might call the greatest force in civilization, and the greatest agent in the intellectualization of mankind. All the things accomplished in the thousands of years before Christ that have in any way meant the advancement of civilization could be set down in one small volume. Yet were we to begin to enumerate the marvelous advancement achieved since the invention of type and the printing press, we would be staggered at the task before us. We would be amazed at what we have accomplished in four hundred years. And all because of printing—since it is the instrument through which information has passed from one to the other, enlightening generation after generation, and each in its turn leaving a little more knowledge, a little more good as an inheritance to future generations. Truly, printing is the mother of progress. It is the foundation on which our very commerce and industry is built today. And we, in this generation, should feel glad that we have the opportunity of ennobling and furthering that industry to a point where we can feel, when we lay down our tools, that we too have left an advanced and inspired art for those who will take up the work where we left off. E. G. M.

Price Cutting

During the past few years it was not a question of prices, but "Can I get the job out?" Those times are past. We are facing a new condition and one in which, because of fear, we are degenerating into a panic of competition, although everything we buy, with the exception of paper stock, costs as much as it did a year ago. Just get this thought into your system: "Price-cutting will not create more business, but cutting of excessive costs may create more profit." And there is a dead line between low prices and profits that may not be crossed without business disaster. You can't get something out of nothing. You can't run a business without profit, and every job sold at cost or less is an added burden on the other work and becomes a liability against you. We must get out of the quicksand and put our feet on solid ground. We must have an accurate knowledge of cost of production. We must have confidence in ourselves, our plans and our business associates. We must get out and sell our output at prices that will yield a fair margin above cost, and we must again become business men and not cowardly cutthroat competitors of our fellow printers who are striving to build up a fair market for our Industry.—MARTIN HEIR.

Compiling Notable Stories of Good Reporters

By DAMON RUNYON.

W. A. DAVENPORT and Don Adams, well known New York newspapermen, have undertaken an interesting project. They are compiling a volume of stories of the unusual that have been written for newspapers by reporters. They do not pretend that it will be a collection of the best newspaper stories in point of writing. A great newspaper story is not necessarily a story of tremendous literary merit. This is not implying, however, that great newspaper stories cannot have literary merit. On the contrary, many stories that must be included in such a volume as Messrs. Davenport and Adams are compiling are real literature judged by any standard, although some may have been written under pressure of time, and conditions that would readily excuse any lack of attempt at fine writing.

ONE OF THE BEST.

Such a story was the late Richard Harding Davis' narration of the entry of the Germans into Brussels, which was one of the best newspaper stories of the war. Davis was a good reporter and a fine writer, to my mind one of the best combinations of newspaper and literary man that ever lived. He was newspaper trained, and he never forgot his training. You can detect it in his fiction. A. S. M. Hutchinson, author of "If Winter Comes," a much talked of novel, was a newspaper man, but you would never guess it from his long-winded style of writing.

Another great newspaper story of the war was Floyd Gibbons' story of the sinking of the Laconia. This story lacked Davis' literary touch, perhaps, but it was none the less as great a newspaper story as Davis' story from Brussels, and written under much more difficult conditions.

It does not necessarily take tremendous events to produce great newspaper stories. In fact, some of the greatest newspaper stories ever written were on comparatively trivial things. Ned Hill's famous story, "A Little Child in the Dark," a journalistic classic, had no background of a big event. It was the masterly handling of Hill, a great reporter, that made it a great story.

In the days when William Randolph Hearst was making the San Francisco *Examiner* one of his reporters was "Petey" Bigelow, and a grand reporter he was. When Messrs. Davenport and Adams begin sorting out their material I do not see how they can exclude Bigelow's interview with Evans and Sontag, notorious California outlaws. "Petey" visited them in their hiding place when they were being sought by the authorities and got an interview that is one of the journalistic traditions of the west coast to this day.

BRISBANE THE GREATEST.

Arthur Brisbane was a great reporter long before he became an editorial writer. His story of the Sullivan-Mitchell fight at Chantilly, France, was not only a big "beat," but a newspaper classic. Mr. Brisbane is still a great reporter, probably the greatest we have.

The late Charles E. Van Loan, whose fame rests mainly on his fiction, was a Los Angeles reporter when he wrote a truly great newspaper story of the explosion on the gunboat Bennington. Annie Laurie, Ned Hamilton, Otheman Stevens, Charley Michelson, Ashton Stevens, Will Irwin, Jimmy Hopper, names now familiar throughout the newspaper and literary world, are products of the city rooms of the west coast.

"Red" Galvin was a famous reporter in St. Louis whose feats will be handed down from generation to generation of "cubs." St. Louis also produced Martin Green, one of the greatest reporters and all around newspapermen I have ever known, who stood on a high building while the St. Louis tornado was ripping through the town, later writing a tremendous story of that memorable disaster.

Irvin S. Cobb's story of the Communipaw explosion always struck me as a remarkable newspaper effort. It was handled by Cobb, then a reporter, in a curious fashion that added to its effctiveness, Cobb starting himself off at his desk in his office and telling the reactions of the explosion on himself and every one he met in the streets.

U. S. Publishers Protest Raise in Postal Rates

The suggestion of Secretary Mellon that second class postal rates be increased as one of the methods of raising funds for the proposed bonus brought a vigorous protest recently from the National Publishers' association.

The present second class rates, which were inaugurated as a war measure, the publishers contended, are 375 per cent higher than the pre-war rates and produce a revenue of approximately $20,000,000 more than the revenue of 1917.

The publishers' protest was set forth in the following telegram to Secretary Mellon signed by Andrew C. Pearson, chairman of the postal committee of the association:

"As chairman of the postal committee of the National Publishers' association representing some 200 national publications also, the associated business papers having a membership of more than 100 business papers, reaching 54 different industries, in all fairness to the magazine publishing industry, I must enter protest against the suggestion purported to have emanated from you, for the reason that I earnestly believe you are not fully aware of the discriminatory burdens of taxation that this industry has suffered during the last four years and in the face of our appeal for relief we feel the need of furnishing you the facts.

"Up to July 1, 1919, the magazines of this country were transported through the mails at a rate of 1 cent per pound, regardless of distance. As a rider on the revenue bill to defray war expenses, House Bill 4280, pub. 50 65th Congress, the zone system of postage was inaugurated providing for four annual increases beginning in 1918 and now operating in its fourth last advance, which has made an average increase of 375 per cent, or approximately $20,000,000 a year over the pre-war revenue from this class of mail and has sectionalized the country so far as the free distribution of enlightening literature is concerned. Every other interest affected by the provisions in this identical bill has been given relief from war taxation.

"It appears that there is a sinister influence to tax second-class matter and this movement should be stifled, for publications are the greatest individual life and spirit. Do you want to place a stranglehold on the intellectual growth of this country?

"Do you want to stifle the further growth and development of our industry throughout the forty-eight states of our Union by making a prohibitory rate on second-class mail, which includes business journals and daily newspapers which cover the latest and most essential details of merchandise and manufacture?

"Do you know that since the establishment of postal zone rates on second class matter that there has been a marked falling off in the second-class entry, owing to the fact that private means of distribution are cheaper than the present zone rates of the postoffice department, defeating the functions of the service for which it was originated?"

Intimacies of Printers' Type Metals

Care and Treatment the Big Factors in Maintaining an Economic Standard.

This is the third of a series of articles by L. D. Staplin, General Manager, Metals Refining company, manufacturers of Wilkes type metals.

THE last article contained a set of operations which should be followed in re-melting and pigging linotype and monotype metals. That work can not be easily performed without the necessary tools and as not one room in one hundred is equipped with practical tools, it will be the purpose of this article to describe them and the details of their use so minutely that their value may be understood and they, therefore, provided.

The average dross skimmer is more or less of a toy with a flat blade. Its importance can not be understood or it would not be in use. Each dip of a skimmer beneath the surface of liquid metal brings up, when gathering dross, good metal which is imprisoned in between the holes of the skimmer blade by the weight of the surrounding dross. To dislodge this liquid metal and permit it to run thru the holes in the skimmer blade and so back into the metal, the skimmer must be shaken or sifted.

When this is attempted with a flat blade skimmer, the dross flies off its sides and this completely discourages thrift. The result is that much good metal is unnecessarily skimmed off with the dross and emptied into the dross drum, so increasing waste and metal bills. Some feel, "What's the difference, as we catch it later in the dross pot", but one would have a hard time convincing a good business man that he can make money saving something in the second place, (at a cost of fuel), which he shouldn't have lost in the first place.

And metal recovered through burning off the dross in a dross pot does not by any means always represent a clean and desirable saving. If brass mats or rule are skimmed off with the dross and allowed to enter the dross pot with the dross, (as they usually are), the high heat of burning the dross will attack the brass and pass both copper and zinc into the type metal, impairing its value. You are, in my opinion, better off in the end without a dross pot because it causes metal trouble unless handled with extreme care.

The first step toward real economy should be to place an order with local blacksmith or iron worker to make a skimmer to these specifications: dish depth of bowl 3 inches, diameter 7 to 9 inches according to the size of your pot and quantity of work, liberal ¼ inch holes in bowl, handle 4 feet in length made of ⅝ inch round iron. Turn a good grasp handle at one end. With such a tool the dross can be quickly and easily sifted.

No matter how carefully dross is skimmed, it will be found on close examination to consist of prime particles of dust and small globules of solid metal which range in size from bird shot upward. These globules comprise by weight from 30 to 40% of the dross. There is only one quick and inexpensive way to save this metal (which you will otherwise pay the freight upon back to your metal manufacturer, in return for half its weight F. O. B. his city, in metal) and that is by sifting, which is ordinarily a very dusty, dirty and disagreeable task.

I. N. Heminger of the Findlay Publishing Co., Findlay, O., manufactures a complete line of clean, quick, dustless and efficient dross sifters and W. H. Peyer, Decatur *Review*, Decatur, Ill., also makes an excellent practical machine which will handle 1500 lbs. of dross per hour. They will pay for hemselves in a reasonable length of time in an average plant.

✻

We invite readers of the National Printer-Journalist to ask any questions they may have about type metal problems which are troubling them. We will endeavor to suggest the best remedy. This department is conducted by L. D. Staplin, one of the best authorities on printers' type metals. Mr. Staplin is general Manager of the Metals Refining company, Chicago, Ill., manufacturers of Wilkes type metals.

Q.:—What causes metal to adhere to the plunger?

A.:—There are two probable causes. Too much heat under the mouthpiece and too little under the metal pot. Reduce mouthpiece heat and increase pot heat. Or the plunger may need cleaning with graphite or tallow—preferably tallow.

✻

Q.—I am troubled with hollow type when casting 30 point quads on the monotype with monotype metal. What is the cause and remedy?

A.:—There are many causes and you must tax your ingenuity to locate the one or ones applicable to your case. The metal may be too cold and so solidify before the air has had a chance to get out. The metal drives the air before it and surrounds it. Open the carrier bars until a trace of a burr forms upon the edges of the type.

The metal must enter the mold with sufficient speed and pressure behind it to drive the air out.

There are two sizes of jets furnished for the monotype. Possibly your opening is too small and you should use a larger jet, thus getting the metal into the mould quicker.

Or you may be using too small a piston and pump. Possibly a composition pump or worn out pump. The opening is very small for casting these large sizes and the Monotype Co. recommend using a special piston and pump for that work.

✻

Q.:—In casting large ludlow faces we are always bothered with "Rivers." Can you tell us the cause and how to avoid them?

A.—This is a more or less common complaint particularly upon the first cast against a cold mat and it is caused by the metal cooling too quickly upon striking the cold mat.

You can reduce the trouble to almost nothing by using a pure metal with a higher tin content as it will have greater flowing quality, a lower melting point and will not cool so quickly upon striking the mat.

✻

Q.:—In making a test of a ton of linotype metal I got fine results up to the last hundred pounds. They could not have been better. Then in using that hundred pounds, the mouthpiece froze four times. What caused this?

A.:—Lack of heat under pot and mouthpiece or lack of heat under mouthpiece.

✻

Q.: We are troubled with the mouthpiece holes of our intertype machine filling up with a hard substance. Can you help us out?

A.: The usual causes of clogged mouthpiece holes are an excess of impurities or shortage of tin in the

metal which makes it necessary to carry the metal at higher than normal temperature during casting.

The metal is surrounded with a very thin film of oxide during its passage into the mold and this will adhere to the mold walls if it is sticky. The higher the temperature of the metal, the more adhesive is the oxide and impurities (copper, arsenic, iron and zinc) will also make the oxide sticky.

The proper thing to do is to send a sample half pound of the metal to your metal works, describe your trouble and ask them to give you a careful report and instructions applicable to the condition of your particular metal.

✻

Q.:What causes monotype type to be hollow directly under the face?

A.:—This trouble usually occurs upon the medium large and large faces. The liquid metal, during casting, runs around the walls of the matrix pocketing the air and if the metal solidifies before the air has escaped the result will be an air pocket or blowhole directly underneath the type face. The operator should open the carrier bars just enough to allow a trace of a burr to form upon the edges of the type. This will allow more ventage and the type will be solid.

✻

Q.:—In casting two-point hairline rule on our monotype machine we have much trouble through not being able to get a strong solid weld. Can you tell us how this can be overcome?

A.:—If you are sure that enough heat is being used then your trouble may be impurities and shortage of tin in the metal. In casting rule it is necessary to carry the heat usually at higher temperature than while working upon composition. With ordinary type metals it is necessary to carry the heat at from 800 to 850 degrees F., while with some of the finest grades excellent two point hair line rule can be cast with linotype metal at 650 degrees and with standard monotype metal at 725 to 750 degrees F.

Impurities which are present in all type metals to some extent cause the metal to be non-welding in nature; i. e., the weld does not hold as it should. A shortage of tin in the metal will work the same way. In addition to these details the nozzle must be centered as true as possible. There are still a few other and more remote causes which may have some effect upon your condition. If you would send in a half pound sample of your metal and a more complete description of your conditions, we may be able to help you further.

✻

Q.:—Why is it that we can get first-class slugs of short measure with clear faces but have trouble when we cast 10 or 12 point slugs of long measure such as 30 Ems?

A.:—The metal is not as pure as it should be and also does not contain quite enough tin. That is the most severe test which can be made of a linotype or intertype metal, as only fine metal will do that work without a great loss in time, due to imperfect slugs.

There is a large body of metal to be cast and only a given force to cast it with. The metal's fluidity depends upon its purity in conjunction with its tin content; thus those metals lacking in either purity or tin content will cause difficulty. This work can be readily done with one or two of the finest metals upon the market.

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Believing in Printers' Signs

By CARL A. JETTINGER.

SUPERSTITION never did nor never will help build up a successful business. A horseshoe nailed over the door of a printing office will in no way help bring business to the printer to whose establishment the door affords entrance. But there is one kind of sign the belief in which is not superstition and which, if found above the door to a printshop, helps bring success. That is the sign which tells of the business carried on in the building to which the sign is attached.

If any one class of persons should believe in advertising, it is the printers, yet a deplorably large number of them either know nothing about its uses or they do not make use of their knowledge, thus enabling others who realize the value of publicity to take away trade which rightfully belongs to them.

Recently the writer had some business to transact with a firm of printers in a middle western city, whom for convenience sake we will call Quad & Co. Given the address of the firm, I proceeded to locate them. As is so often the case, the buildings in the vicinity in which this printing office is located were not numbered. So there remained nothing to do but to look for a printer's sign reading "Quad & Co." But among the numerous signs in that part of the city none bearing that name was to be seen. Over the doorway to a second story in the neighborhood, however, was displayed a large, nicely painted sign, bearing the inscription "Leach & Co., Printing and Rubber Stamps." Leach & Co. is, of course, not the correct name, but it seems fitting.

Sometimes a printer who buys out another printer's business waits five or six years before he has the lettering on his predecessor's sign changed. Believing that this might be such a case, the writer concluded to make inquiry if Leach & Co. and Quad & Co. were the same concern. Ascending the stairway and entering a door bearing a tastefully gold lettered sign with the words "Leach & Co.," he found himself in a nicely furnished office, where he was received by a well clothed and apparently well fed gentleman. Imagine his disgust when the gentleman informed him that he was "Leach & Co." and that his business was that of a printing broker; that he was well acquainted with Quad & Co. In fact he gave them such of his business which he could not place at a lower price elsewhere.

The office of Quad & Co. was but a few doors away, but their small and inconspicuous sign was placed back in a dark hallway where even the writer, who was searching for it, overlooked it. It does not require second sight to perceive that many a job which the customer intends to give to Quad & Co., reaches that firm only because Leach & Co., happen to be unable to find another printer who will do it cheaper, and that they give Leach & Co. part of the profit, if not all or more than all of it, on jobs that were never intended to go through the hands of Leach & Co.

Every printer, from the smallest to the largest, should announce his business with a suitable sign. All writers on selling topics agree that the first step in making a sale is to get attention. A sign attracts attention every day in the year, at all hours of the day and in all kinds of weather. While it is the cheapest advertising obtainable, it is nevertheless the most persistent. It never gets discouraged when business is poor and it never asks for more pay when times are good. Sometimes it only reminds the passerby of something he might forget; often it tells the newcomer something that interests and attracts him.

Retail Paper Price List Economic Trade Factor

Printer the Logical Retailer of Paper to Whom Paper Manufacturers and Paper Merchants Should Accord Every Protection.

By C. J. NUTTALL.

PRINTERS generally are coming to realize that they are entitled to a profit on the paper they sell the printing buyer. Paper merchants recognize the justice of their claim to a profit and are now attempting to bring about some method of protection whereby the printer will become the salesman of printing paper to the consumer. Thus direct sales by the paper merchant to the consumer will be discontinued.

Perhaps the most successful of these methods is that in vogue in Detroit. The success of the retail price list plan in that city has been responsible for requests to the National Paper Trade association for a similar trade custom in other cities, and eventually the national recognition of this plan by every paper dealer in the country will be encompassed.

The retail price list is the name for the long price list. The question of such a list has been spasmodically advanced by printers for years, but it is only since 1915 that the United Typothetæ of America has actively sponsored the movement for the printer's protection. At the national convention of the Paper Trades association that year, it was agreed that such a concession should be made to printers in whatever localities they requested it. At the 1921 convention it was decided by the paper merchants that the issue was a national one and should not be granted at all.

Printers naturally resent such a stand since paper merchants all agree the printer should be protected. "Why, then, should the paper man reufse to gve us the one sure method of protection?" printers ask.

There are still some printers throughout the country who do not understand the issue.

The printer is the retailer of paper. A majority of the paper printed is selected by the printer. The average printing buyer does not know what kind of paper he wants, other than that it must be "cheap" or "good", "heavy" or "light", "white" or "colored". Thereupon the printer brings forth his sample cabinet and shows the various grades to the customer, making such suggestions as the job demands. In other cases the printer goes ahead with the job without any more instructions, the task of deciding the paper having been left to him. In either case it is the printer who retails the paper. He spends his time over his sample cabinets displaying samples or deciding which paper is best suited to the job. He knows paper, perhaps not so well as he should, but he knows paper and determines its selection. The writer is speaking for a majority of shops, for there are excepitons to any rule.

For this service of retailing the printer believes he should make a profit. He has determined upon 20 per cent as the correct profit. Therefore, if he buys paper at 20 cents per pound he believes he should bill the customer for that same paper at 24 cents per pound.

For lo, these many years, the printer has been the butt of almost every conceivable inconsistency wafted about within the industry. He has suffered long and often unwailingly from the practice of some consumer purchasing paper direct at the same price that he pays for it. Not alone does he lose the just profit on the paper, but oftentimes has turned out a job that was unsatisfactory because the proper paper was not supplied, it having been bought direct by the consumer, to save money. Poor printing has resulted, working to the detriment of both the consumer and the printing industry at large. Every printer, imbued with the proper spirit of craftsmanship, will hail with delight the universal use of the long, or retail price list.

—EDITOR.

Now mark this: The paper merchants have agreed everywhere that the printer should make this profit. The printer is asking that he be aided by the paper manufacturer in obtaining his profit.

For this reason the retail price list is advocated.

The lists now used by paper merchants in all but a few localities are net. In other words, the price in the list is the price the printer pays. The printer wants the paper merchant to list his prices *long*—that is, to add 25 per cent to his prices as published and then grant the printer a 20 per cent discount. The listed price is to be the retail price and the discounted price is to be the price to the printer. The retail price would, of course, determine the value of the paper.

Let us take an example. "Maxine" book paper is now listed at 12 cents per pound. An addition of 25 per cent would make the price 15 cents per pound. This would be the listed price. Then when the printer buys the paper he is to be granted a 20 per cent discount from the list price, making the price to him the same as before—12 cents. The customer would be charged the full price or 15 cents and the additional 3 cents per pound would be the profit the printer would make. The customer would soon find that the paper he bought from the paper merchant cost him just the same as that bought from the printer and he would obtain no advantage by direct buying. In those cases where he does buy direct from the paper dealer, the printer doing the job would be given a credit for the amount of the discount which otherwise would have been his had he bought the paper. In either event the printer obtains a profit. That is the theory and intent of the retail or long price list. It is not only the general custom in other industries but has proved its worth in Detroit during eight years of successful operation in merchandising paper.

The plan provides for certain classes of buyers so that they can obtain paper at the same price as the commercial printer. These include newspaper publishers and publishers of any periodical entered as second class mail matter. Others exempted are commercial lithographers, binders, paper rulers, blank book manufacturers, book publishers, private plants equipped with platen presses or larger, fac-simile letter producers, envelope manufacturers, paper box makers and stationers.

The method of computing prices is extremely simple. The retail price of a paper is $3.44 a ream. When this is multiplied by eight, the net price, or the price paid by the printer, is obtained. In this case it is $2.75. The difference between $2.75 and $3.44 is the profit the printer makes.

The method of billing, as advocated by the United Typothetæ of America, tells the entire story. The fol-

lowing is a specimen of an invoice as properly made on a sale to a printer:

33 rms.	25x38-60 Oskaloosa Machine Book 1908 No. 9¼ Lb.	$183.15
	Less 20%	36.64
	Net	$146.51

Thus at a glance it is possible to tell the price at which the paper is to be sold ($183.15), the price the printer pays ($146.51), and the amount of his profit ($36.64). Incidentally the long list system has been in vogue in the photo-engraving industry for years.

Paper merchants are advancing the argument that such a method of pricing paper is not practical. The writer recently made a thorough investigation of conditions in Detroit. He talked to both the paper merchants and the printers. Both sides contended that it was the only way to handle the situation. Paper men in that city declare they are closer to their customers —the printers—than in any other city. There is no friction. At the request of printers throughout the state of Michigan, Detroit paper men are now preparing retail price lists for the state as well as the city of Detroit.

"We are willing to give the printer anything he wants", they say. "He is our customer and if he wants to buy paper on the retail list we do not object. The plan has proved satisfactory and we will continue to publish the retail list as long as the printer asks for it"

Printers in other sections of the country who want this sales reform should tell their paper merchants so. It is the opinion of the writer that what the majority wants, that is what the paper merchant will grant. Yet aside from "just wanting" the retail price list, there is the question of business stability and elimination of some gross inconsistencies on the part of consumers of printing who aim to "beat the printer" by purchasing their own paper. Oftentimes, when this is done, a job, when completed, is not satisfactory, because it is found the paper does not "fit" the job. From the viewpoint of better printing and a vastly more permanently satisfactory service that the printer may render, economic augury is toward the long or retail paper price list. Every printer is entitled to it. It should be made a universal rule in paper merchandising.

Paper Prospects Brighter

"Hard times have had little effect upon the consumption of newsprint paper in the United States," said R. S. Kellogg, secretary of the News Print Service bureau, in a discussion before the Yale Forest club, New Haven, Conn., recently, of the relation of the forestry problem to the paper industry, and particularly to the newsprint section of the industry. Mr. Kellogg is a member of the forestry committee of the American Paper and Pulp association, which has led the industries of the United States in an active campaign for forestry policy which will protect the supply of raw material, the pulp wood needed in the industry. He is also chairman of the national forestry program committee on which the American Publishers' association has Elbert H. Baker, publisher of the Cleveland (O.) *Plain Dealer* as its representative.

"The total consumption of newsprint paper last year," said Mr. Kellogg, "was 1,900,000 tons, or only 41,000 tons less than that of 1920, the greatest year ever known, and 52,000 tons more than in 1919, second only to 1920 in consumption.

"This great use of paper did not bring prosperity to the paper manufacturers, for in newsprint as in other grades, prices of the finished material declined much more rapidly than those of the raw material, while European paper has been offered and delivered for less than it can be made in America.

"The newspaper publisher and the paper manufacturer are alike concerned in the forestry problem, and are working together to maintain our timber supply through adequate legislation to prevent fires, extend the area of publicly owned forests, encourage owners and set up conditions under which all land chiefly valuable for such purposes can be made continuously productive of timber crops."

The financial editor of the Chicago Evening *Post* reviewing business conditions as it applies to paper has the following:

"The paper industry is now going through a stage of gradual improvement which will apparently increase in intensity as the season progresses. Manufacturers and distributors both feel that higher prices and increased business is merely a matter of time and that the movement now in force will bring them both these conditions within the year.

"While little labor readjustment has been accomplished by the manufacturers, and it is inevitable that labor costs will be reduced, still they cannot be reduced to an extent sufficient to permit a cut on the generally standard grade prices.

The past disastrous year, when business and prices tried to outdo each other in getting to the bottom of the ledger, saw little money made. Two of the biggest mills here suffered terrific losses and the biggest firm went into bankruptcy. Other mills shared in the general process of deflation and are not now making any considerable profit on their paper.

"Their books show practically all grades of paper being made without profit. This can not continue and unless a decided cut in wages is effected, prices must necessarily advance.

"Present prices for pulp are below cost in practically every plant and below replacement costs in the majority of them. Canadian pulp, which has been even lower, is beginning to pick up. During the summer, bleached and easy bleaching sulphite were practically unsalable.

"Mechanical fibre, commercially called ground wood, as well as the chemical pulps, are also showing little profit. This is due primarily to the extremely low water, east, west and in Canada. The low water has interfered with the logging and floating down of the logs, but more than that, it hindered the actual operation of the paper mills, which in a large measure depend on water power. The cheaper papers are strongly affected and it is unlikely that they will experience any lower prices.

"Local demand is healthy and coupled with the market and manufacturing condition, would seem to indicate higher prices and greatly increased business for the coming year. The industry itself expects the year to be more profitable from a financial standpoint and to strengthen the position of many mills and distributors under financial pressure during the past season."

Teach Printing in Oshkosh Schools

FOR the first time in the history of that city printing will be taught in the public schools of Oshkosh, Wis., as a regular academic subject. About thirty boys already have enrolled in the course which will be given at the Beech school. A night class will also be conducted if a sufficient number of students make application for the subject.

FIELD OF JOURNALISM

Journalism Week in Washington

A TOTAL of over 375 newspaper workers attended the tenth annual Journalism Week at the University of Washington, January 23-28.

"The country newspaperman should be advertising counsel for his community. He should be its best informed man on that subject," said Prof. Robert W. Jones, of the school of journalism at the University of Washington, speaking before the daily and advertising men. "Service", he added, "should be the keynote of the editor's policy towards his business men".

"It is just as easy," he declared, "to sell a merchant a series of six or seven ads, as it is to sell him one". He urged the use of layouts in selling white space, and pointed out that if an advertising salesman can get the merchant to discriminate between two ideas, he is sold on the advertising idea.

Professor J. L. Ashlock of the State Agricultural College urged conservatism and accuracy for country readers. "Country people are not interested in farm topics unless they are specific and interestingly written", he said. "The farmer is conservative and apt to class the metropolitan newspaper as an outsider. He is slow to forget any inaccuracies or overstatements, which are the most dangerous elements of the mistrust the country reader feels toward the city daily.

"The bigger, the redder, and the more radical your headlines, the larger will be the grain of salt with which the farmer receives your news. Where city people think collectively, the farmer thinks individually," he said.

By creating in the rural reader's mind a belief that the city paper is a human institution, loyalty of country readers can be achieved, thinks Prof. Ashlock.

Dean Stephen I. Miller of the College of Business Administration pointed out that co-operative advertising on the part of merchants in allied businesses, is a field of advertising, as yet unscratched.

The "Do You Know?" column, the school prize essay, the Boy Scouts' Corner and tourist's interviews, were advocated for newspapers by Harold Crary, publicity director for Seattle Chamber of Commerce, as a means of selling the home town to its readers, and through them to outsiders.

"When a city is sold on its own possibilities," he declared, "it is ready to make a national appeal. The direct results will be larger pay rolls, greater consumption of local raw products, increased industry and lower prices.

"Washington papers sold their home towns to themselves this past year. Many Washington communities thought conditions were better elsewhere in spite of federal reports, bank figures and the opinions of qualified business observers. Conditions in Washington in 1921 were far better than in most of the states, but it required selling arguments by the newspapers to keep up morals. They had the business perspective, enterprise and courage to prove to their readers that faraway meadows were not greener."

Roy D. Pinkerton of the Seattle *Star,* in discussing "What Makes Circulation?" asserted that contests and circulation bribes are never successful in securing a permanent list of new readers. A blend of editorial brains, teamwork and enthusiasm, and salesmanship could build up such a list, he said, adding that such a growth would necessarily be gradual.

A newspaper that holds 10 per cent of its new readers is doing well," he declared. "It it holds 50 per cent it does remarkably well".

Lack of knowledge of costs and inability to apply the knowledge possessed, was given by George B. Astel, of the Department of Journalism, as one of the reasons for the failure of the country editors to make money, in his talk on "Where Does the Dollar Go?" He said that it does not take more than thirty minutes a day to keep up a cost system.

"Opinion Writing", was recommended by Dean Eric W. Allen, of the University of Oregon School of Journalism, in his paper on Directing the Reporter". What people are thinking is as important, and as good news as what they are doing, in his opinion.

"The Press We Demand" was the subject of an address by the Rev. M. A. Matthews, of the First Presbyterian church, Seattle. The things demanded are, a clean wholesome paper that presents accurate facts, no dishonest advertising, pure English, a commanding editorial page that is independent of domination and posseses a clearly defined political creed. Reporting that is fair and minimizes vice, and above all promotes Americanism are necessary, he said.

People would much rather know what is going on in human endeavor that makes for progress, according to Nathan Eckstein, president of Schwabacher Brothers and company, who spoke on "Newspapers and the Truth."

The present anti-narcotic agitation was started by what the reporters took to be a crank request for publicity, Richard W. Buchanan of the Seattle *Times* said in a speech on the subject. He gave the advice that in turning away so-called cranks, the editor should be careful not to overlook something new.

A price list does not take the place of a cost system, according to W. C. Parsons, supervisor of service, United Typothetæ of America, Seattle, who demonstrated the use of the Franklin price list.

"The best advertisement of a weekly paper is the editor thereof", was the statement of Hugh Savage of the Cowichan (British Columbia) *Leader,* who urged the editors to be community leaders. He runs his subscription lists until January 1, when all subscribers must pay up again for the new year, he told the convention. In his opinion, premium contests cheapen the paper. An editor must be able to help the members of his community with advice or useful information, he said.

For the year of 1922 the advertisements must play up price first and put quality second, in the opinion of Dean M. L. Spencer of the University of Washington School of Journalism, who spoke on advertising.

No great effort has been made through the press to make agriculture attractive. The country papers should be more like trade publications and present farming in an interesting manner, said George M. Murray of the Vancouver (British Columbia) *Sun.* "There are more strictly trade publications going out every week than there are farm papers. No wonder the farming industry is flat on its back," he continued. He advised the editors to liven up their papers with a little fiction, a comic strip, a little good poetry of the Whitcomb Riley type, and a short sermon.

Editorials on local subjects are best, Paul S. Lovering of the Seattle *Times,* told the convention. The editorials should not attempt to cover too much.

The subscription galleys are arranged according to months in the Kennewick (Wash.) *Courier-Journal,* A. R. Gardner, editor, said. The names of those who have not paid up at the first of the month are thrown

in the hell box. He is making arrangements to have the merchants of the town buy subscriptions at half rate and send the paper to farmers out of his district.

"Long-whiskered" rural papers will be in danger of extinction if they do not wake up, according to Professor Fred W. Kennedy, of the University of Washington School of Journalism. The metropolitan papers will soon be distributing their papers in the outlying districts by means of airplanes, and then the news in the small papers will no longer be news.

President Warren G. Harding was elected an honorary member of the Washington State Press association at the Hawaiian banquet, attended by three hundred persons Saturday evening. The convention was closed by an excursion to Port Angeles and an inspection of the paper mills there Sunday.

Says Modern Newspapers Helping to Rout Gloom

Modern newspapers are helping dissipate gloom and grouch by sparkle and breeziness that aims to make a reader pick up his paper with both hands and exclaim, "Gee whiz!" explained Professor H. F. Harrington, director of the Medill School of Journalism of Northwestern university, speaking in Beloit, Wis., recently.

By puncturing fatigue and disappointment with jazz, the newspaper merely is adapting itself to the tendencies and demands of the present time, he pointed out.

Papers Less Prejudiced.

The first charge commonly brought against the newspaper is that it lacks moral leadership, Professor Harrington declared, and he admitted that the great personal editors, such as Greeley, Dana, and Raymond, have passed from the stage of American journalism. But with the great editors also have gone the great preachers and orators.

"We no longer are living in the age of persuasion, but in the age of facts, of information," he said. "That does not mean necessarily that the newspaper is less effective. It is no longer controlled by one personality, but is a composite of many personalities. I think that is safer. We get a composite point of view instead of the view shaped merely by one individuality.

"There is, of course, the handicap of anonymity—the lack of personal touch between editor and reader. A by-line at the end of each editorial might restore some of the old personal feeling, bring back the thumb marks of individuality that the old editor gave his paper.

"But on the whole the newspaper today is more charitable, sees farther, is less prejudiced, less heated, and has a keener eye than ever before. Its leadership has left the editorial page and gone to the news pages. The great contribution that the modern newspaper makes to your education is in watching down many pathways, searching at many doors, to get the facts that will enable you to shape your own opinions.

"The second charge is made that newspapers are habitually inaccurate, careless and irresponsible. But a newspaper is not wilfully an offender in these respects. It doesn't habitually print things it knows to be incorrect. Remember that it deals with the most intangible, vaguest stuff known to man, the stuff of facts and opinions."

Pictures Hurt Reading.

"Another accusation is that the newspapers print too much of the trivial, not enough of the solid affairs of the world, of what is going on in India, or Egypt, for instance. But what were you people talking of as you gathered about the tables here tonight? About India, or about politics, or about religion? No, you were talking about your friends, and neighbors, and the affairs of your town here. Editors realize that people are more interested in folks than in facts.

"But it is true that the newspapers now are printing more solid news of the world than formerly. We used to get the Graustark stuff from abroad, the romances of royal families, chocolate soldiers marching across the stage, and other lighter things in that vein. But since our boys went across the seas, our neighborhood bounds have been enlarged. People are more interested in what happens over there. International affairs have become our problems.

"Perhaps it is true that some papers specialize too much in trivialities, that they have not sufficiently taken the advantage of the opportunity to open the door and widen their range. More pictures in newspapers have one bad effect tending to make reading unnecessary.

People Want Change.

"But the psychology many editors perceive is that their readers are tired of routine. They want a change, a tonic. They want zest, tabasco, jazz. Some editors feel that they must get a 'gee whiz!' out of a reader. Many persons these days are tired, discouraged and cross. That is a great reason why the attempt is made to inject lightness and sparkle into the newspapers to stimulate jaded minds.

"Another charge is that the newspaper invades the privacy of homes. For my part, I am glad that the newspaper does invade certain privacies, I am glad that it shows up corrupt politicians, for instance. I regard the newspaper as a policeman, or as an arclight on the street corner. All that we ought to be afraid of is ignorance, and the newspaper is a foe to ignorance.

"When all is said and done, you will have the ideal newspaper only in the ideal community. The average newspaper is just as energetic and has just as much character as the average ctiizen. I believe that the average American is pretty well mirrored in the average newspaper of America. What's wrong with humanity, because humanity is back of the newspaper. The newspaper is the looking-glass in which the world sees its face."

Shows Old Newspaper

On Washington's Birthday a merchant in Eau Claire, Wis. displayed an interesting relic of newspaperdom, it being a copy of the Ulster County *Gazette*, published at Kingston, N. Y., by Samuel Freer, Saturday, January 4, 1800. Contained in the paper are reports of the opening of congress, and the exchange of courtesies between President John Adams and that body, news of wars going on between France and the allied nations.

Black column rules and borders dress the paper in mourning at the death of Washington. A quaintly written report of the entombment services takes up less than a column on the inside pages.

Editors at that time, before, and forever will be pestered with amateur verse writers. One of them got by the editor of this paper, perhaps she was a relative, at least, her so-called poem on General Washington appears in one corner of the third page.

Advertisements on the back of the pages shown in the window are interesting and amusing. One man advertises for sale a "stout, healthy, active negro wench," and the printers tell the subscribers that they have "wrapping, writing and bonnet paper" to sell. Sheriff's sales predominate among the ads, and there are two or three bankruptcy notices, indicating that business was not all that it should be in 1800. The stores promise to make sales for either cash or country produce. Matys Van Steenbergh tells the cold world that he won't be responsible for his wife's debts.

There was not much organization in the ad department, for notices of the loss and the finding of the same heifer appear in the issue. Apparently the printer believed in getting the money going and coming.

Working Plan of Medill School of Journalism

Modern Ideas Incorporated in Course of Study That Brings Student at the Beginning of His Training Within the Atmosphere and Activity of His Avocation.

By H. F. HARRINGTON, *Director.*

A KEEN-MINDED reporter once remarked that a law school is sufficient to train a lawyer, a medical school, a physician, but that it takes a whole university to train a newspaperman.

This, in brief, is the seed idea out of which grew the establishment last year of the Medill School of Journalism of Northwestern University, made possible through the generosity of the Chicago *Tribune,* and named for its distinguished editor. To make a professional school for newspapermen and prospective newspapermen, with stimulating, practical newspaper contacts furnished by a great city, was the intent of Robert R. McCormick and Joseph Medill Patterson, co-editors of the Chicago *Tribune,* as well as that of President Walter Dill Scott and Dean Ralph E. Heilman of the School of Commerce, under whom the negotiations for the establishment of the School were completed.

A successful school of journalism must borrow its strength from a great university. Otherwise its training is sure to be narrowly technical at the expense of a sound intellectual background. Through its courses in English, economics, history, politics, commerce and government, Northwestern University seeks to furnish students with varied knowledge so essential to adequate preparation for journalistic work.

The School of Journalism, however, does not minimize the importance of thorough, specialized training in the best technique of the craft. Its program is two-fold. One phase of the work is the attempt to meet the requirements of those who wish to train themselves in the literary side of the newspaper by teaching them through tested methods to gather, write, edit, interpret and print the news. The other phase of the instruction aims to fit students for the various departments connected with the business side of publishing.

The Medill School of Journalism maintains two divisions, one on the Northwestern University campus in Evanston for those young people who expect to devote four years and their full time and energies to the work, and one in Chicago for those who are already engaged in some occupation and can only give their evenings to study. In the Evanston curriculum, the first two years are given to a liberalizing training that serves as a background for the technical journalistic courses; the last two years are confined to the professional courses in newspaper technique.

Since reporting and newswriting are the fundamental elements in newspaper making, we seek to train the student thoroughly in this important function: to see clearly and write simply. Most newspapers need better and more accurate reporters, men who will be able to command and deserve more wages than they are getting today. Walter A. Washburne, city editor of the Chicago Evening *Post* and his three staff assistants, Lewis W. Hunt, Michael W. Straus and George P. Stone, are in charge of the Reporting and News Writing course in Chicago. It is Mr. Washburne's opinion that news writing is best learned at a rickety typewriter under the glaring eye of an executive who will not be put off with makeshifts.

It follows that the best school of journalism is that which most nearly reproduces the newspaper atmosphere. Mr. Washburne has been successful in bringing the methods of his own city room into his class. Mr. Washburne and his assistants give the students the bare facts of news stories. The reporters, using this material, write up their own stories on the typewriters in the laboratory and before allowing them to get cold, the three assistant city editors read the reporter's copy and then confer with them. The advantage of this scheme is quite obvious; it unites theory with practice and acquaints the student instantly with the rudiments of good craftsmanship.

The young reporters, in the Evanston School, systematically comb the campus for news and write up the happenings of the day on typewriters available in the city room of the School; the best copy is published in various papers. Much appears in the columns of the *Daily Northwestern,* another grist finds place in the Evanston *News-Index;* while additional items are printed in the hometown newspapers of the student reporters. Before credit is given for the course, one hundred printed inches must be handed in by each student. Critical investigation of newspapers on file in the Journalism Library supplements the practical work in reporting.

To broaden the reporter's knowledge of the surging life of the great metropolis, a course in Advanced Reporting and News Writing is offered in Chicago under the direction of J. Earle Miller, special writer for the Associated Press Bureau of Chicago. This course gives opportunity to make actual contacts with news sources and to produce stories for publication.

In the editorial writing and editorial policy course under Baker Brownell, former editorial writer for the Chicago *Daily News,* news interpretation is given quite as much attention as news reporting in the former courses. The course is designed to provide experience, not instruction in editorial writing. To that end, students are required to write seven editorials a week or their equivalent. The workshop method is used throughout, and regular conferences are held with Mr. Brownell, who handles the editorials submitted, not as a teacher should, but as a managing editor or a chief editorial writer would. The papers are not graded, and there is but one standard for the work,

Time was when the young man entering newspaper work had to serve a long apprenticeship in the exacting school of experience. Oftentimes his introduction was through the murky processes of manipulating the roller that inked the forms of the palladiums of liberty that were worked off on the celebrated Washington hand press.

Now the youth passes through the enchanted portals after graduating from a school of journalism and he can fortify himself with excellent works that will light his path along the many dark places he is certain to encounter, for in addition to the splendid training he receives at the school of journalism, there are valuable books on the subject of journalism available, prepared by men who have been through the mill and who write from experience.

—EDITOR.

namely, the editorials are either accepted for publication or rejected.

At intervals the entire class is assigned a project of some importance in the editorial field and given several weeks to work it up. Different members of the class choose various aspects of the topics for individual research. As the result of two such series of investigations we have published two four-page broadsides, called Workshop Papers. The first broadside was entitled "Save the Forests", the second "Breed Better Men". These papers were sent out to a list of people interested in the subjects. The purpose of publishing the editorials is to give the students an incentive for their work and dignify it by its appearance in print.

The handling of news is taken up in the News Editing and Advanced News Editing courses. In Chicago, the work is directed by George C. Bastian, assistant Sunday editor of the Chicago *Tribune,* and the Evanston course by Prof. Frank Thayer. Mr. Bastian and Professor Thayer have compiled a newspaper style sheet for use by their copy readers. Mimeographed lesson sheets are given out at each class session on some phase of the work such as headline writing, or planning the makeup of certain pages. Practice is afforded in editing and rewriting of copy, the handling of all types of news and features, newspaper style and journalistic structure.

A special aspect of news writing is taken up in the Feature and Magazine Writing course, directed by Mr. Harrington. News stories given feature treatment, historical feature articles, personal guidance articles, interviews, personality sketches, confession articles, and the like are assigned to the class for preparation. The students are expected to offer their work for publication and a special survey is made of the magazine and article market. Only a selected group of students is permitted to enter this class and fully half of those who applied for entrance this year were refused.

The increasing popularity and influence of the community newspaper gives the course in Community Journalism special interest. In this course, we try to train men and women in social vision so that they recognize their obligations and responsibilities toward the community. In addition we make them familiar with the technique of the news story and the editorial. In the future, community journalism as well as metropolitan journalism will levy upon the colleges their demand for trained men. The prejudice against educated craftsmen is rapidly dying out in most newspaper offices.

The Community Journalism class undertakes a survey of small-town conditions and investigates successful newspapers and their envirnoment. This work is done through a questionnaire sent out to editors. We make a study of various newspaper problems, with the aid of their editors, and try to point out the necessity for thorough business organization, in addition to making a newsy and attractive newspaper.

Actual contact with business paper problems is the watchword of the course in Trade Journalism. The course given by Professor Thayer, a specialist in this field, is divided into two related parts. The first, Writing for Business, treats the writing problems affecting technical, trade and class journals. Articles are prepared and submitted to business paper editors after intensive study of their needs and practices.

An allied course, Problems in Industrial Publishing, comes into more definite contact with the business problems of trade and technical journals. With Chicago rapidly becoming the trade paper capital of the United States, there is a constant call for men equipped to manage such papers, men who understand the promotion, advertising, and circulation needs of these journals. This is the need which the course is trying to fill.

Three technical and trade publications, the *Inland Printer, Motor Age,* and the *American Fruit Grower,* are co-operating with the instructor in the course, presenting their administrative, promotion, circulation and advertising problems. Each student in the class will have an opportunity to do a constructive piece of work for one of the progressive journals published in Chicago. The business manager of each publication will accept for his publication's use such ideas presented by the students as his knowledge and experience deem worthy.

The course in Newspaper Management given by Professor Thayer is unlike other courses of similar character in that it draws upon the experience of the circulation and advertising executives of Chicago papers. The merchandising and service adjuncts of newspaper production are studied minutely. Students report on specific problems and reap the advantage of actual contact with newspaper executives and experts.

A wider vision of newspapers, both on the business and the writing side is given in the Newspaper Problem course. Such questions as news suppression and newspaper ethics are discussed and passed upon.

The Art of Typography is given by Samuel A. Bartels, typographical expert of the Fred Klein company, Chicago. The course will give the student an outline of the mechanical details incidental to the publication of any journal. Advertising make-up is considered as well as the make-up of news pages. Trips are made to various newspaper and commercial plants where the student sees at first hand under what conditions the news is evolved from cabled, telegraphed and stenographic copy into columns of printed matter.

We consider it important that newspapermen have an understanding of the procedure of the courts and like laws affecting publication. Prof. Alfred W. Bays, member of Jacobson, Bays & Tompkins, attorneys, is giving the students a necessary knowledge of newspaper law in his course, the Law of the Press.

American Journalism, unlike many background courses, is not a lecture course, but a seminar course, conducted by Baker Brownell. Here students share the honors with the lecturer in leading the discussion of the function of the newspaper in national development.

On Saturday mornings, a group of high school teachers, who direct journalism courses in Chicago and suburban schools, gather around the conference table in the Teaching of Journalism course to compare their methods of conducting journalism work and seek guidance in their own teaching. "Writing for Print", a new book by H. F. Harrington, is used as the basis for many of these discussions.

Beginning next year the degree of Master of Science will be awarded candidates who hold the bachelor's degree from a university of recognized standing on satisfactory completion of advanced courses in journalism and allied courses and upon the presentation of a piece of original research.

A valuable supplement to all the courses has been the Thursday evening "Lectures from the Laboratory." Such men as H. J. Smith, news editor of the Chicago *Daily News,* Robert M. Lee, city editor of the Chicago *Tribune,* Lee A. White, editorial secretary of the Detroit *News,* Glenn Griswold, financial editor of the Chicago *Journal of Commerce,* Leonard Brooks, promotion manager of the Chicago *American* and William Webster Ellsworth, former president of the Century company, and others have given the students the benefit of their experience.

It is our belief that newspapers and newspaper offices themselves furnish living textbooks. Through the help and co-operation of the Chicago newspapers in lending the members of their staffs to us for lectures, advice and conference, we have been able to infuse newspaper life into the school atmosphere.

MACHINE COMPOSITION

Composing machine operators are invited to submit queries of any nature pertaining to the care and operation of the linotype, intertype, linograph, and monotype.

Intelligent reply will be printed in these columns. Where urgent need is apparent for a reply by mail, such service will be cheerfully rendered. This department is conducted by experts who are equipped through ability and experience to intelligently aid in surmounting composing machine problems. Send in your questions.

Multiple Magazine Machines

Anything that is practical will come into common use. This is demonstrated quite forcibly in the trend of sales of multiple magazine slug-casting composing machines. The single magazine machine, originally equipped to compose one size, one face of type, on one body and measure, rapidly gave way to the two-letter matrix, the universal mold and the multiple magazine machine, equipped to set from one keyboard, as many as nine or ten faces of four to six sizes. Why? Because the advancement of the business demanded it. So the multiple-magazine machine was a natural development.

The future, therefore, points straight ahead the course operators of composing machines should be taking, if they hope to keep pace with progress and the development of mechanical composition on slug-casting machines. We have emerged from the single-magazine era. And aside from the mere equipping oneself to operate the multiple-magazine machine, is the greater need for putting more thought and effort—more of the quality of craftsmanship—into the operation of the multiple-magazine machine. With typography of a new order making rapid strides, it behooves the far-seeing operator to learn the principles of typography, so that he may interpret in cold, immutable type, the ideas of the master artists. There is need, indeed, for a new type of operator, who can compose a creditable piece of typography without the necessity for elaborate layouts. Real craftsmanship has not been so apparent in our industry in later years because we have merely followed a set plan, such as composing a piece of work from a layout or "picture" placed before us, without manifesting an inclination to take the raw copy and work out a worth-while, pleasing formation.

It will be argued that the time of the operator and the cost of the equipment he operates are too costly and too valuable to be left idle while the operator is planning a layout. Yet there are instances without number, in the average day's run, where a far-seeing operator interprets the sometimes hazy ideas of the layout man and composes bits of an ad or a job, or a paragraph here an there in a manner that are far more pleasing than the original layout, because the author's ideas could not be worked out as planned. Another operator would permit these things to pass, composing the material in exactly the manner as laid out, because his imagination was short. It is well known that many typographers insist that a creditable piece of typography must be set entirely by hand, because it is impossible always to compose a thing exactly as laid out. But this is only imagination. The multiple-magazine machine operator who puts into his work at the keyboard the same thought and creative effort exerted by the hand man, will compose an equally creditable piece of work.

In line with the development of the multiple-magabine composing machine, therefore, is the need of operators of such machines familiarizing themselves more and more with the mechanism and modus operandi of the multiples. He is, in reality, operating three or four machines rolled into one. Therefore, his mind must be more flexible, so that he can adapt himself to the greater needs of the versatile machine. Four molds, four magazines, with four to seven sizes of type, with some eight to twelve faces, some of which are in the auxiliary position and involve the use of the first elevator filling piece—these are the manifold things the multiple-magazine operator must cope with. It's one reason why not all operators can operate the multiples—too many things to think of. One false move may result in a squirt, crushed matrices, or delays of one kind or another. Prdouction is cut down, and the intent of the multiple-magazine is defeated. The multiples must be studied, they must be understood, and they must be operated intelligently if they serve the purpose and if production is to be at all what the maker made possible in developing, designing and building the machines.

Operators who have their interests at heart, and who pride themselves in their artisanship, will look more closely into the possibilities of the multiples and equip themselves to become experts in their manipulation, as well as gaining an intimate knowledge of the fundamentals of pleasing typography.

*

Casting Eighteen Point on a Composition Caster

A crudely made "home" device recently seen in operation on a monotype caster permitted the continuous casting of 18 point display type without the machine being equipped to compose this size. The device consists of a peculiarly shaped rod or section of heavy brass rule attached to the type carrier.

An electro-display matrix is placed in the frame and inserted in the machine. Upon being started the caster will produce this one character continuously, the same as composition, though not so rapidly. The efficacy of the system comes in casting display type, run out in solid lines on the galley in any quantity, without the formality of stacking it up by hand.

Genius within the industry is forever finding new ways for doing things, and it is usually found that in a modern, pleasant, sanitary office, where workmen are encouraged to do their best, advanced ideas making for production blossom forth. In the final analysis, it is the far-seeing workman, the man with imagination, that brings these things to fruition.

*

Home-Applied Appliances

There are few monotype keyboard operators or castermen who have not heard about, or applied the "line killer" to their machines. This device enables the operator after setting a portion of a line to "kill off" the balance of it, and the caster, receiving the impulse of the "killer," hops over that line without making a cast, though the machine continues in operation.

The device is a home-made, home-applied affair, made up of a peculiarly bent rod, applied to the caster.

Whether the "line-killer" is out of place and should not be applied, has been argued both ways. That they are not applied to the machines before leaving the factory may be argued that the manufacturers frown

upon the device. It is an augury toward careless keyboard operation, some say, because the operator knowing of the device on the caster is more prone to be careless. Innumerable lines are "killed," compelling the caster to go through the mechanical motions of casting a line without producing a type. Production is impeded. The caster wears out in non-production.

Operators argue that on some classes of composition a portion of a line must be set to determine the justification, and in the absence of a line-killer the line must be quadded or filled with pi to its full length. Thus, they say, the caster must complete the line, actually making casts, and the casterman or runner must pull the pi line out, or bad proofs result. Thus, to all intents, the keyboard and caster go through the same operation, perhaps losing more production than where a line-killer is in operation.

It would seem, from observation, that the device has virtues, and since it does not impede production or have a deleterious effect on the mechanism, appears to be thoroughly practical.

*

Swaging Combinations on Matrices

Intermittently some machinist-operator or machinist inquires about overcoming the tendency of matrices on linotypes or intertypes dropping in the wrong channels or falling flat on the channel entrances and being dragged across the distributor, oftentimes bending the channel entrance partitions in such way as will cause endless distributor stops.

Invariably the fault lies with matrices that have run an unusually long time, and the combinations are all but worn away. Or they will strike squarely on top of a partition when they leave the distributor bar, falling over flat and being dragged along by other matrices. Where combinations are worn down so they will not travel true on the distributor bar, but have a tendency to lean, matrices will drop in the channel preceding their true location. More often than not such matrices are discarded, which is perhaps the safest plan. However, a new supply is not always at hand, or quickly obtainable. In such cases swaging offending matrices is in order. A tool for this purpose was in the market a few years ago, but was not found to be wholly practicable. A sure cure, but one which requires extreme care and a steady hand is as follows: Place an ejector blade having the ejecting end square, with the opposite side in a vise and clamp securely. Taking the matrix, place it with the worn combination on the square edge of the blade and pien out the combination with a very light hammer, weighing not more than three or four ounces. After swaging, or piening, the combination, place the combination of the matrix against the edge of the blade and tamp the matrix on the bottom. This will square the combination to a true line. If done with care a new combination is formed, and the matrix will be as good as new.

*

Linographs Abroad

One of the interesting exhibits at the Industrial fair held in Vienna, Austria, recently was an exhibit of the Linograph company, Davenport, Iowa, showing their late model Linograph. A very large part of the machines being turned out at the Davenport plant of the Linograph company have been produced for export. Dotting Norway, Sweden, Denmark, Holland, and, in fact, quite generally throughout continental Europe there are Linographs in successful operation. In Amsterdam, Holland, ten Linographs are in use on one daily paper. The Linograph company now has representatives in practically every foreign country and their enterprise and belief in the Linograph is being demonstrated by the orders which are constantly coming in.

The Steady Grind

The writer was asked recently by an operator who wanted to start in the trade composition game what were the prerequisites of success. He seemed to think that there were some golden rules, the knowledge of which was all that was necessary for success. I thought for a moment, but to my mind came no golden rules. I looked back on my life, which has been successful above the average, and I could detect no golden rules which I could pass on in epigrammatic fashion to this eager inquirer. But I thought of a slogan—they are so fashionable nowadays—and I gave it to my friend in the place of a golden rule. This is a great slogan for boys to adopt, for it is the road to success. "The Steady Grind," that's the slogan that spells success, that gets you there in the end, that brings fame, wealth, happiness, everything that the young man wishes for when he optimistically starts out on life's road of adventure. "The Steady Grind"—but let's grind with a purpose, let's have an end in view, a goal to reach, and steadily grind in the direction of our ambition. It will not fail; it cannot fail. It must bring you there in the end. There is no luck in success; it's merely the result of the steady grind of years, the unceasing toil with always one object in view. Day after day, over the hills of optimism and wading through the swamps of pessimism, constantly, steadily grinding, you will find your goal at the end of your path. Persistency wins the victory, and it overcomes every obstacle. The biography of every successful man is the history of the steady grind, the weary hours of study, the constant persistent effort that beats down all obstacles. Good luck plays no part in it at all.

I know what the steady grind is, because I speak from experience. I learned to be a printer in my father's printshop, and he thought nothing of keeping me on the job for thirty-six hours at a stretch. Ye gods, fancy asking an employee nowadays to work a stretch of thirty-six hours! Yet I did it dozens of times before I was nineteen years of age. I quit working for my father at the age of nineteen; and then I was an all-around printer with twelve years of experience, figured in 44-hour week units. I early learned to work, and this knowledge has made me successful. I left home with a dollar and a half at 19 and at the age of 42 I have enough for the rest of my years.

It is not brains that have put me in this position, nor luck, nor education, nor pull, nor friends. I learned early in life to work. Fourteen hours a day fazed me not. For weeks I held two situations on a New York newspaper,—day and night,—because I wanted the money to pay for my house.

The daily grind is the secret of success, and the accumulation of riches will result if we keep up the daily grind for hundreds of days and scores of years.

Those who fall by the wayside are many, and that is why success comes to but few. Brother, there is always room at the top; but if you didn't learn to work as a youth, I am afraid you'll never get there if it depends upon your own ability.

*

Linotype Executive on Trip

Walter H. Savory, personal representative of the vice-president and general manager of the Mergenthaler Linotype company, left New York City February 6 for an extended business trip in the east, middle west and south. Mr. Savory's itinerary includes several of the larger cities east of Chicago, and he plans to spend some time at the Chicago and New Orleans agencies of the company. He expects to return to New York City in time to attend the convention of the American Newspaper Publisher's association at the Waldorf-Astoria the latter part of April.

Complete Trade Composing Room Service

At the February meeting of the district conference of the International Trade Composition association at the McAlpin hotel, New York City, H. D. Best, assistant to the president of the Lanston Monotype Machine company, delivered an inspiring address on trade composition service. During the past year the Monotype company has invested a great deal of thought and effort into how it could best serve the trade composition industry, all with the idea of rendering to the printer who patronizes these establishments the ultimate in service.

From a very small beginning the trade composition industry has grown until it is today one of the largest departments of the graphic arts. This is a natural growth, since printers generally have come to recognize the wisdom of patronizing the trade composition establishment instead of operating expensive equipments of their own, which in the end did not give them anywhere near the scope which most any trade composition house affords.

Mr. Best graphically protrayed the needs of the trade composition establishment, bringing home to his auditors the necessity for equipping to take care of every contingency. This means that the trade composition plant that hopes to be successful must be prepared to do not only slug and monotype composition, but ad composition, make-up, lock-up, etc. There are today instances of such plants that even operate electrotype departments in connection with their business, making plates of book forms and ads for their customers and delivering the product in that shape instead of the metal.

As a general thing the trade composition industry has been placed upon a substantial footing.

Members of the various associations have recognized the wisdom of adopting standard cost finding systems and since they operate on a very close margin of profit they are very jealous of their credits and most of the owners of such plants are thoroughgoing business men. The help the various manufacturers of composing machines have been to the trade composition industry in suggesting and fostering practical ways and means for the furthering of the industry is demonstrated by the kind of help and service rendered. It is just another indication of the fact that manufacturers will lend their aid and support to any branch of the industry, if the interest manifested at all warrants.

Entertains Trade Compositors

On Friday, February 3, those members of the International Trade Composition association who met in conference at the Hotel McAlpin, New York City, the day before, visited the headquarters of the Mergenthaler Linotype company.

The trade compositors were welcomed by Fred C. Grumman, manager of the New York agency, and taken on a tour of inspection through the mammoth manufacturing plant. As all departments were visited, the guests were afforded an excellent chance to view the Linotype in the making. Much interest was shown in the processes involved in the manufacture of Linotype matrices, which are being produced at the rate of a million a week in all sizes from five-point to extended thirty-six, and in fifty different languages.

At noon the visitors were guests of honor at a luncheon in the company's fine big dining-room. A short program of informal talks was enjoyed at the conclusion of the luncheon. Mr. Grumman introduced Norman Dodge, general manager of the company; Joseph T. Mackey, secretary-treasurer; Walter H. Savory, personal representative of the vice-president, and Harry L. Gage, of the department of Linotype typography. The talks had to do with the service which is being provided for Linotype users the world over.

Important Addition to Monotype

The Lanston Monotype Machine company recently mailed to every user of its machine two books of instruction, both of them treating with the keyboard, "Straight Matter Composition", and "Tabular Composition with Appendix on Plate Gothics".

A careful perusal of these books stamps them as important contributions to vocational training. They were prepared and written by A. J. Fagan, chief keyboard instructor for the Monotype company. Mr. Fagan has had seventeen years of experience as a keyboard operator and in every branch of the printing trade. He was for three years an active instructor in the Philadelphia keyboard school of the Monotype company.

Copies of these books were submitted to a convention of monotype instructors gathering from all over the country, including the chief instructor of the U. T. A. School of Printing at Indianapolis. They were highly endorsed by the convention. The educational department of the U. T. A. is using the books as a basis for its correspondence courses, in addition to practical instruction at Indianapolis.

Users of the monotype know that the keyboard is the heart of every monotype composition equipment. Good keyboard work means first class caster work and good production. Therefore, experienced operators will find in these books explanations and means for covering shortcuts to new operating methods which will result in better proofs and larger output. No one who is operating a monotype keyboard or caster should be content with the ordinary things or the rudiments required to operate these machines. Their value to themselves and to their employers depends upon how much they can learn that is new and usable.

Composing Machine Industry Well Represented

The machine typesetting industry will be well represented at the Boston Graphic Arts exposition to be held at Mechanics building August 28 to September 2, 1922. Reservations for space have been received from the following typesetting companies: Intertype corporation, Lanston Monotype company, Linograph company, Ludlow Typograph company, the Mergenthaler Linotype company and the Thompson Type Caster company, all of whom will have among their exhibits the latest models. Saws for composing room equipment will be included in the exhibits of Hill-Curtis company and the Miller Saw-Trimmer company. The Margach Mfg. company will show their metal feeder, the E. W. Blatchford company and Richards & Company will show their line of type metals. The Litchfield Linoplate company will have an interesting exhibition of their process of making book plates from pages composed by typecasting machines. A large delegation of representatives from trade composition houses will be in attendance at the Graphic Arts exposition.

Grumman at U. T. A. Meeting

Fred C. Grumman, manager of the New York agency of the Merganthaler Linotype company, and Z. S. Boone, of the Virginia territory, will represent the makers of the Linotype at the meeting of the Fourth District Typothetæ Federation at the Jefferson hotel, Richmond, Virginia, February 10 and 11.

Ludlow Casts Large Type

An innovation recently brought out by the Ludlow Typograph company is producing 144-point type on the Ludlow. This is accomplished in a very simple manner by having the letters run horizontally on a slug, instead of vertically as is customary.

THE FOREMAN'S FORUM

Superintendents and foremen will find in this department an open forum for the expression of opinions, the exchange of information and exploiting new ideas.

"Share your knowledge", should be the slogan of every executive who is vitally interested in the advancement of the craft.

No matter what your problems may be or what you have for discussion so long as it lies within the lines of interest to other member of the craft, we shall be very glad to accord space to correspondence.

The Plate in the Printing Press

One of the most illuminating articles on the subject of obtaining best results in plate printing is contained in the University of Missouri Bulletin journalism series No. 23. The author, Herbert W. Smith, assistant professor of advertising in the U. of M., covering the entire subject of "Picture Plates for the Press," in an exhaustive manner, has this to say on the subject "The Plate in the Printing Press", based largely on the thirty-five years' experience of P. J. Seley, pressman for the E. W. Stephens Publishing company, Columbia, Missouri:

Many factors including materials, equipment and workers' skill, must be combined with the finished product of the engraving shop before the ultimate is reached—the printed picture. Paper, ink, type and plates are the materials which the pressman takes; the press, rollers, gauges, planers and trimmers belong to his equipment. He combines these elements with such skill as he may command to produce certain effects on the reader's eye, whether the purpose be to sell goods, to inform, or to amuse. How very necessary it is to carry forward to the very last stage of the undertaking the care and skill that have been exersised from the inception of the idea through the making of the plate.

Beginning with the plate, although it has been made type high the chances are, unless it has a solid metal base, that it has not remained so. The humidity, heat or cold to which the block may be subjected in the printing shop or elsewhere will cause a shrinking, warping or expanding of the wooden base.

Be sure that the block is absolutely flat. An engraving that rocks after being locked up in the form loosens surrounding quads and slugs, which work up and produce inky and blurred impressions on the paper.

How may one tell whether the plate is of the right thickness? A mechanical gauge is now on the market which registers the thickness of the engraving to 1-1000 of an inch. This thickness is recorded on a dial while the engraving is being subjected to the same pressure it receives under the actual weight of the cylinder of the printing press just as if the plate were on the bed of the press in the printing run.

If the dial indicates that the halftone is over type-high, the block is turned down and the wooden mounting is shaved off with a hand or power shaver. The cutter is again tested for height under the dial. If it is now slightly under type high, it is brought up to standard by pasting thin sheets of paper (graduated in thickness to the markings on the dial) to the back of the engraving. If some points are lower than others, they are built up proportionately.

It is customary to underlay the general run of halftone engravings to .918 inch.

Engravings that have an extremely heavy solid tone effect are underlaid to .921 inch to overcome any slurs that might show up in the printing on the bed of the press. These slurs will always appear unless the cylinder of the press has been very accurately and carefully pulled down to exactly the proper height above the bed of the press.

Vignetted halftones and hairline zinc etchings are underlaid to .913 so as to lose the appearance of the hard edges that have always a tendency to show up in the printing. The pressman thus avoids this black appearance of the edge of the halftone before he starts making the overlay make-ready.

The work of rectifying the height of the block should be done immediately before locking it in the form. Further delay might involve a change in thickness.

The fact that a halftone block is perfectly type-high does not mean that it will yield a satisfactory impression on the paper. The edges of the plate have a tendency to print up more strongly than the center. The larger the plate, the more pronounced will be this tendency. In general, the work of regulating the stress of the plate in the press involves preparation of the "underlay" and the "overlay." The underlay is a local treatment of the plate, while the overlay is concerned with the cylinder which passes over the plate in the press. These two treatments are collectively termed the "make-ready."

The underlay is a thickening of the plate by means of paper pasted to the back of the wooden base. In the better grades of printing, the pressman often applies concentric layers of paper to increase the thickness at the center. This is usually used as an interlay between the metal plate and its wooden mounting. It is used on the back of the plate only when the plate is very large. Other parts which need additional pressure may be located by proving.

The overlay is a more exact means to the same end. By this, varying pressure is applied to local parts of the plate by increasing the thickness of portions of the cylinder which passes over the plate and forces the paper against it.

Several methods exist, all of which involve the use of a raised or embossed proof of the halftone. The proof is placed on the cylinder in absolute register with the face of the engraving, so that each dot of the overlay registers exactly on its corresponding raised dot of the plate. Unless this last named condition obtains the overlay is worse than useless. Four kinds of overlay are most commonly used. One is a thin sheet of zinc on which a proof of the engraving is printed directly from the plate. A slight etch in nitric acid is given the sheet, producing a raised effect. Another is a chalk relief overlay.

Many capable pressmen claim that the chalk relief overlay offers the best way to get all of the details out of a halftone. This kind of overlay is prepared by taking an impression on the press of the plates to be made ready. The impression is made with a specially prepared chemical ink on a specially prepared chalk coated paper with a glossy finish. This sheet with the printed impression is then immersed in a chemical bath which etches away the chalk on the surface of the paper where it has been touched by the chemical ink. The etching away is, of course, in proportion to the amount of ink, which in turn is in proportion to the solid tone effect in the halftone. The overlay is taken from the bath and dried between blotting paper. The paper is then very thin in the high-light and very thick in the solid. This overlay is fastened to the make-ready sheet around the cylinder of the press in exact register with the corresponding face of the halftone that is locked in the form on the bed of the press.

There are many advantages to this method of overlay, principally saving in press time due to the make-ready being prepared in advance of placing the form

on the bed of the press, and the possibility of saving the make-ready from time to time for additional runs. The printing results are said to be much finer and the method of making ready more interesting than the hand cut overlay method.

The two other methods are based on "pulling" a proof from the engraving and building an embossed effect from the inked proof on paper. This is done by dusting emery powder across the surface. The powder that adheres to the ink is incorporated with it by a slight heating of the paper. A smooth varnish is afterwards applied.

The make-ready is impracticable for newspaper plates. The most that can be done for these is to add to the thickness of the block by pasting layers of paper on the back, without giving time to a local increase in thickness. Then, too, a proper overlay will secure the necessary stress in the press and give sufficient pressure from above on the correct areas. Any attention to them whatever is an improvement on the tendency of many pressmen to lock the block in the form without any preparation.

The discussion thus far has been mostly of means for increasing pressure. Too great pressure on the other hand is as much an evil as insufficient. The edges of a halftone plate will print harshly and even threaten to break through the paper. The small raised dots in the high-lights may break down, causing a dirty smudge in corresponding parts of the final print. A line engraving suffers especially from too great pressure. The "shoulders" of the metal left on the plate by the router drill may show up in the print.

The remedy is to decrease the thickness of the block. Sandpapering the wood base may be resorted to, although this crude method is not likely to produce uniform thickness. Here again, a type-high machine is of the utmost value to the printer.

Careful cleaning of the plate with gasoline and brush before starting the press will obviate another evil, dirty plates. Brushes with fine metal bristles are now on the market for the purpose. Brushing at an angle of 45 degrees (coinciding with the direction of the rows of dots on the plate) removes the bits of lint, ink, and other matter that accumulate between the dots. Clean all plates before filing them away. If lye is used in cleaning forms containing type matter and engravings, it should be neutralized with diluted acetic acid or vinegar, because lye tends to corrode some metals, especially zinc. Never hold a paper wrapping of a plate, especially a copper plate, in place with a rubber band, since rubber has a corrosive effect. Fasten the wrapper with a gummed strip or piece of string.

Improper distribution of ink may be the result of using stiff ink in cool weather or soft ink in warm weather. Use seasonable rollers, free from holes and other defects. Never, use soft ink on a hard roller.

Engravings that are etched too shallow will never give satisfactory results, no matter how careful the presswork. The printer may easily diagnose the trouble in the case of zinc line engravings, inasmuch as the raised parts of the printing surface are comparatively far apart. The depth of the etch is more easily discernible than in a halftone. Experience will soon teach one what to expect in a satisfactory line etching.

Gauging the depth of the dots in a halftone plate is not so easy. Some printers profess to do this by rubbing the tips of the fingers or the palm of the hand across the plate to get the "feel" of the dots. The use of an enlarging glass would be much better.

A more scientific method in gauging both kinds of engravings is the use of a micrometer instrument especially designed for the purpose.

Another instrument of value to printers is a gauge for determining the screen denomination of halftones. This information is of the greatest value in deciding the kind of paper and ink. The screen denomination of a halftone that has been newly made is known, but after an engraving has been stored away and later brought out for use, the screen number is probably forgotten. The printer would do well to mark the numeral on the plate before filing it away. If an old halftone of unknown denomination is brought in by a customer the problem may be vexatious. At least one engraving firm, as a mark of service to the customer, has established the practice of stamping the screen numeral with a die on the beveled edge of the metal.

A Correction

IN the January issue of the NATIONAL PRINTER-JOURNALIST appeared the advertisement of the Boston Graphic Arts exposition. In the advertisement we referred to the second annual exposition. This should have read "Second *Educational* Exposition". Due to the extreme cost these expositions are not to be held annually, and therefore we hasten to correct this error.

During the Graphic Arts exposition at Chicago last July the question of how to regulate printing expositions was given considerable attention. Other large industries legislated some time ago with good results. One of the principal reasons the board of governors of the International Association of Printing House Craftsmen approved the Boston Graphic Arts exposition for 1922 was to afford more complete study of the problems of the exhibitors and the printers than was afforded at Chicago.

Following this decision it is planned to hold at the Boston exposition meetings at which exhibitors and printers will discuss conditions and arrange for the selection of an exposition commission, upon which will be representative exhibitors, prominent printers and Craftsmen. Such a commission could be given the authority to determine when, where and how future expositions should be held. The educational and business value of expositions as conducted by the Craftsmen was appreciated by those who attended at Chicago, and with the opportunity for further study and analysis afforded at Boston the discussion and decisions should be definite and influential.

A commission, functioning as suggested, would bring about economies and advantages not otherwise possible, would mean much in protecting the interests of exhibitors, many of whom have expressed enthusiastic approval of the plan mentioned. Exhibits of printed matter should be held frequently in all printing centers for the education of the trade and to encourage a better understanding among the buyers of printing. Expositions of machinery and equipment should always show such devices in operation, and this cannot be done frequently to advantage.

The indications are that the Boston Graphic Arts exposition will be the largest and most important gathering of the printing and allied industries ever held, and the results of the intelligent and comprehensive program planned should be of great and permanent value to all branches of our business.

Union Label Ordinance Invalid

The ordinance requiring the union label on all printing done for the city of Camden has been declared invalid by the supreme court of New Jersey. Also ordinances requiring the city printing to be done only in union label shops and that only newspapers carrying the union label to be selected for public advertising are declared void and set aside. Justice Katzenbach, in handing down the decision, said:

"It is in restriction of the rights of the public, and tends to a limitation of the general right of the city officials to contract for printing. It excludes all persons or corporations from contracting with the city not of a specified class, which tends to create a monopoly and impose a possible additional burden on the taxpayers."

Brother Roe and His Loving Cup

BESIDES the pleasant memories which Herman Roe, first vice-president of the National Editorial association, took with him from the Minnesota Editorial association convention in Minnesota, February 18, he also carried a material recognition of appreciation for his work. It was a silver loving cup awarded to him by the National Editorial association.

Mr. Roe and the loving cup are shown together with a poster which at first glance may excite genuine interest. In letters to Minnesota publishers Mr. Roe had made frequent reference to a Holstein high-ball, inviting visitors to the convention to stop at Northfield and join him in this drink. Further explanation of this is found in a letter from Mr. Roe and from which we quote.

"One photo shows a card that I had printed up for display alongside the ten gallon can of good buttermilk that was dispensed to the thirsty editors and their wives. That little touch about Holstein high-balls proved a happy one. I received six $25 sustaining memberships in the very first return mail, one of them accompanied by a letter saying: 'While we are hard up as h—— and a dollar looks as big to us as a 32 x 4 non-skid tire, here's our check for $25. Send us about six gallons of those Holstein high-balls for Christmas.

"Being on the Jefferson highway from New Orleans to Winnipeg—and incidentally one of the organizers of that highway—there will no doubt be many publishers from other states who will motor thru Northfield

Herman Roe and Loving Cup, Token of Minnesota Editorial Association.

on their way to one of our Ten Thousand Lakes for a summer outing. Our latch string will be out for all of them, particularly if they are members of the N. E. A., and we will be pleased to offer them a refreshing Holstein high-ball."

Much interest was manifested in the convention and in the speech of H. C. Hotaling, executive secretary of the National Editorial association, in presenting the silver loving cup. Some of the high lights of Mr. Hotaling's speech follow:

"Every newspaperman in this room believes in the profession of journalism, in fact has adopted it as his life's work. He loves the smell of printer's ink and the fascination of chasing the news. Some of you, however, do not realize that the greatest organized force in newspaperdom is the National Editorial association. Its ramifications extend into every state in the Union—even to Alaska and Hawaii. Its membership is represented in the presidential chair at Washington, in the United States Senate and the House of Congress, in the great metropolitan papers of New York and Chicago, in the inland dailies of the west and in the humble country weekly published on the outskirts of civilization. Its power and influence cannot be measured. As you all know, its executive officers are located in Minnesota. Whether you realize it or appreciate it this means much to the publishers of the northwest, furnishing as it does a bureau of information, an employment office as well as a clearing house for all matters of interest or benefit to the editorial fraternity.

"That this service is appreciated is evident by the fact that we have more sustaining members as well as more individual members in Minnesota than in any other state, which means that the work of the National Editorial association receives a larger percentage of its support from Minnesota than from any other individual commonwealth."

Beating the Gloom Game

THE Hartford Wisconsin *Times* does not sit idly by and pass the time in weeping and wailing because business is not good. Editor C. R. Hathaway goes out after business and nails it because he usually finds there is business to be had, if one goes after it in the proper way. Recently Editor Hathaway issued a four-page mailing card, which he sent out to all the merchants of his city, and spread broadcast over his territory. The reading matter of the card was carefully prepared under the head "Keeping After 'Em", which was a potential appeal along sane lines to wake up and go after business instead of sitting quietly by and wait ing for it to come.

The campaign of Editor Hathaway was fruitful of results because it certainly livened things up in Hartford. It is just another illustration that no matter how small the town or how diminutive the enterprise, there is work to be done, and for the big man that is willing to go out and do the work, results are sure to be accomplished.

New Series of "Woodcuts"

We have received an announcement from the Porte Publishing company, Salt Lake City, Utah, of a new series of "woodcuts" for advertising, which they have taken a great deal of pride in producing for the use of Franklin printers.

From their copy sent to us it is very evident that considerable outlay was taken in preparing this series of drawings in the very artistic "woodcut" style and in securing appropriate selling text to accompany them. They are offering at a very nominal cost, "Woodcut Series H" with sole purpose of rendering a real service to business printers. Each pen and ink drawing is a masterpiece in itself—that will give to your selling literature a note of dignity and sincerity that is well sustained in the text. We understand that these are now ready for immediate delivery.

There are only two kinds of businesses: The one that makes a profit, and the one that loses. The fellow who "breaks even" loses.

Once or twice a month devote an afternoon to the study of your cost records of jobs on which you failed to make a profit. You'll get a valuable education—for it will have cost you a pretty sum.

Joseph A. Borden Honored

A very pleasing event at the convention of the Printing Trades Secretary-Manager association held in Indianapolis, was the presentation of a handsomely engrossed and illuminated testimonial of appreciation to Jos. A. Borden, formerly general secretary of the United Typothetæ of America and now director of the department of general service of the American Writing Paper company.

The presentation was made by Henry M. Ellis, secretary of the New Orleans Typothetæ, on behalf of

Whereas, It has come to the attention of the members of the PRINTING TRADES SECRETARY-MANAGER ASSOCIATION that our esteemed fellow member
JOS. A. BORDEN
has severed his connection with the UNITED TYPOTHETÆ OF AMERICA AS GENERAL SECRETARY AND
Whereas We recognize the great good he has accomplished for the printing industry through his untiring efforts and constant devotion to the establishing of higher business principles; now, therefore, be it
Resolved That in acknowledgment of the brilliant and devoted services rendered to the ... of this country by JOS. A. BORDEN and for his helpful counsel to the members of this organization the Secretary be instructed to enroll him on the books as an HONORARY LIFE MEMBER of the ... SECRETARY MANAGER ASSOCIATION
Committee:
JANUARY 26, 1921

the association. Mr. Ellis attributed much of the friendly and co-operative spirit now permeating the printing industry to the untiring efforts of Mr. Borden while secretary of the U. T. A.

Mr. Borden's response was full of appreciation for the love and affection expressed by the secretaries. He said he had considered it a great privilege to be able to help his fellow printers and expressed the hope that his present line of endeavor would prove of lasting benefit to the printing industry.

W.N.U. Out With New Book

One of the best specimen books of type faces it has been our good fortune to peruse, recently came to our desk from the Western Newspaper Union, Chicago. The book is unique in that it incorporates illustrations and a very interesting story of the accomplishments, and something about the service rendered, by the Western Newspaper Union. The cover itself is a new departure in that the title was executed in a skin electrotype which was inset into the body of the cover material in a very ingenious manner. It is a splendid piece of work issued by a splendid establishment.

Carnegie Tech. Man to Canada

John T. Hoyle, for five years professor of advertising and editorial studies at the Carnegie Institute of Technology, Pittsburgh, and for the last two years head of its department of printing and publishing, has been made educational director of the Industrial and Educational Publishing company, of Canada, with headquarters at Gardenvale, Quebec.

Trend of Printing Sales

The latest chart issued by the department of general service and compiled by the commercial research division of the American Writing Paper company shows the trend of printing sales and printers' paper purchases in the United States for the month of December.

The figures for printing sales and paper purchases show very little change from the previous month. A slight increase in sales for the month was, no doubt, due to holiday business of a special nature as the paper purchases remained practically uniform. This, in itself, may be taken to indicate that the industry is recovering its normal position slowly but surely and that the new year is pretty certain to continue the upward trend in printing sales and the purchases of paper stock.

Paper tonnage and purchase values run about parallel, showing a more stable market than in months past. This indicates that the supply is keeping reasonably in advance of the demand.

The volume of printing sales for the first half of 1921 shows a constant decline with a slight recovery during June. The usual shortage of orders in July further reduced the volume of business for that month but recovered nicely during August. Very little change was noticeable throughout September. The fall months were somewhat of a disappointment as the volume of sales decreased to within 8% of the lowest point attained since November, 1919. However, the holiday business for December brought the volume of sales back to nearly what it was in September.

The tonnage of paper has kept within a reasonable ratio of paper purchases. Early in the year, with the cost of material high, the tonnage was low, but had greater value. As the cost of raw material lessened, the price of paper dropped, so since May there has been a steady increase in paper tonnage, although the value of paper purchases has not increased in the same proportion. This would indicate that the price of paper and the tonnage are very close to the normal of 1918.

The large amount of paper in the merchant's warehouses and in the printers' stockrooms at the beginning of last year, together with the constant decline in volume of printing sales, materially affected the volume of paper purchases. At no time throughout the year did they reach the normal of 1918.

Within the last three months of the year there has been a marked improvement in the purchase of printers' stock, indicating that the large supply on hand with the printers and merchants has been reduced to the minimum and that, with the lowering in price of raw materials and the consequent reduction in price of paper, printers' purchases have been stimulated.

A showing for every grade of paper and cardboard is planned for the Boston Graphic Arts exposition, August 28 to September 2, 1922. Paper manufacturers and dealers will exhibit the raw materials, show the manufacturing processes and the finished products on a scale never before attempted.

This opportunity for paper buyers and the members of the International Association of Printing House Craftsmen to get a complete education in the manufacture and use of paper will be taken full advantage of, and the result should be of inestimable value to all of them.

Addresses on paper subjects will be included in the convention program and these addresses will be printed and sent to the membership as a part of the record of the proceedings.

Paper manufacturers and dealers are showing a keen interest in this display as they appreciate this opportunity to participate in a Graphic Arts exposition at which their products are given appropriate attention and prominence.

Waste in Industry

From the press of the McGraw-Hill Co., New York City, there recently issued a new book on industrial conditions, "Waste in Industry." Every phase of industrial life in America is analyzed to determine the waste and suggestions made for its elimination.

In the report on printing written by J. W. Williams, it is stated that the industry represents a total investment of approximately a billion-and-a-half dollars with an annual production of more than three billions. These figures include such dependent industries as printing machinery, printing ink, type founding and a certain proportion of the paper industry.

The printing business apart from the printing of large magazines and newspapers is essentially "job" business, and in this fact lies, to a large extent, the cause of certain elements of waste which may be regarded as impractical of elimination.

The limitless, yet essential, variation in product usually makes it desirable and often necessary that the customer shall be in close contact with the printer throughout the entire period of production.

The advantage to the customer of being in personal contact with the printer has had a marked tendency to keep down the size and increase the number of printing plants. The 1914 census shows that 57% of the industry is individually owned, and produces one-third of the total product.

This in turn has tended toward one of two evils; either intense competition among small concerns not informed as to their own costs, or the cost plus basis of business.

The necessity for prompt conversion of news and information into printed form to make it commercially valuable, and the resultant competition in service and price occasions over-equipment. This is accompanied either by unavoidable waste in maintaining an otherwise unnecessarily large force of labor, or else irregular employment.

An actual survey throughout the entire country estimates the over-equipment at from 50 to 150% representing hundreds of millions of dollars in idle equipment, to say nothing of annual rent, and other overhead charges. A fluctuation of 50% in the number of persons in different seasons of the year is not unusual in the larger plants doing mail-order catalogs and railroad work. The fact that the job printer always works to order, and has no opportunity to fill in his dull periods by producing for stock, materially complicates matters and virtually lifts him out of the class of manufacturers in the ordinary acceptation of the word.

R. T. Porte Takes Trip East

R. T. Porte, president of the Porte Publishing company, Salt Lake City, Utah, has just returned from a very pleasant business trip throughout the east, stopping in the following cities: Chicago, Indianapolis, Louisville, Cincinnati and Kansas City.

Mr. Porte is very pleased in having an opportunity of attending the meeting of the Printing Trades Secretary-Managers association and the annual meeting of the Indiana Republican Editorial association at Indianapolis.

While in Louisville, Kentucky, Mr. Porte attended the annual meeting of the Ben Franklin club of that city and gave a short address on modern methods of selling printing.

In Chicago and Kansas City he was in conference with the manufacturing associations. The different industries represented met to take up the subject dealing with costs and reducing prices. Mr. Porte attended this meeting to find out just what effect, if any, this would have upon the printing industry.

Before returning to Salt Lake City he had a very pleasant visit at the home of his son, Harry W. Porte, at Cincinnati, Ohio.

Editors Hold a Unique Record

Two pioneer newspaper men who attended the first convention of the Nebraska Press association forty years ago, were present at the meeting held in Lincoln the latter part of February.

M. A. Brown, editor of the Kearney *Hub,* came to Nebraska City in 1870 and moved to Beatrice in 1874. He purchased the Beatrice *Express* in 1876 and published it until 1880, when he bought the Kearney *Express.* Since 1880, Mr. Brown has edited and published the Kearney newspaper. He was president of the Nebraska Press association in 1881.

Another newspaper that has had a long and interesting career and one that has been handed down to two generations is the Hebron *Journal.* This newspaper was started in 1871 by E. M. Correll. His son, Ernest, was born in 1874 and "grew up" in the newspaper plant and as soon as he was old enough the *Journal* was turned over to him. Ernest Correll has been publishing the *Journal* several years and now he has a son to whom the paper will be turned over as soon as the boy is old enough. E. M. Correll was lieutenant-governor of Nebraska forty years ago.

Henry Allen Brainard, a retired newspaper man, of Lincoln, is the third of Nebraska's veteran editors and publishers. Mr. Brainard attended the first Nebraska Press association convention forty years ago. He and Mr. Brown were the only men present at the 1922 convention who were present at the first convention.

New Daily in Jeannette, Pa.

March 1, marked the publication of the initial number of the daily *News-Dispatch,* at Jeannette, Penn.

This newspaper, which has been a tri-weekly for sometime and is a combination of the old weekly Jeannette *Dispatch* and the semi-weekly Jeannette *News,* attracted considerable attention during the past year by an experiment in circulation building tried out by the editor, C. M. Bomberger. Mr. Bomberger bought a "flivver" and hired several additional reporters and sent them to nearby towns to work up sprightly country correspondence columns and secure circulation.

C. M. Bomberger

The plan proved successful for the circulation of the tri-weekly jumped from 2,500 net paid to 4,000 net paid in nine months.

The new daily started with 4,250 net paid. A sport page including only local sports was added to the paper and this in addition to the "home" news of a score of smaller communities proved a circulation getter and holder. All this was done during a period of so-called depression when folks were reducing all expense in western Westmoreland county.

Mr. Bomberger is a former Philadelphia *Public Ledger* and Pittsburgh *Press* reporter and also has been manager of the Pittsburgh office of the United Press association. He founded the Jeannette *News* eight years ago and since that time has built up a valuable newspaper and job printing business for the Jeannette Publishing company of which he is president.

Boston Craftsmen Talk About Presses

February 23rd was another blue ribbon night in the history of the Boston Club of Printing House Craftsmen. The dinner was held at the Hotel Bellevue, the evening being devoted to the discussion of presses and presswork. During the course of the dinner, community singing was enjoyed by all members of the club.

Before the meeting was started, much interest was shown in the display rceently received from the Royal Electrotype company of Philadelphia showing the different stages in the process of lead moulded electrotypes. The descriptive matter under each stage of the electrotyping was digested thoroughly by the members and request has been made to have the display again at the next meeting.

President Calkins, before the meeting started, requested each member of the club to give his name and the place where he works. This did not take very long but it created a large interest in getting acquainted with the various members which we would be unable to do otherwise.

Mr. Calkins, president of the Boston club and first vice-president of the International association, gave a brief resume of the working of the clubs throughout the country. He stated that the International president had divided the clubs into various districts and that he was in charge of district No. 4, comprising the Providence, Connecticut Valley, Montreal and Boston Clubs. He spoke of the progress of the Providence club and how this club was forging ahead, doing wonderful work in a small city, and how their membership had recently risen from 11 to over 50 at the present time, a period of two months. He also told that new clubs were going to be organized within the next month in the cities of Hartford, Conn., and Worcester, Mass. He asked the salesmen to talk "Exposition" as well as shop on the road.

The first speaker of the evening was Meyer F. Lewis of Printing Trades Blue Book fame, New York City. Mr. Lewis' talk was a resume of how the Chicago boys put across the exposition at Chicago last year. He explained how they met President Harding at Washington and also spoke about the necessity for holding the show at Boston at this time, dwelling at great length on the fact that the International Association of Printing House Craftsmen would not sanction an exposition for a number of years.

Arthur J. Mansfield of the Mansfield Printing company, and a member of the Boston club, gave a talk on the history of printing presses. He stated that the first mention of presses was in the equipment inventory of Gutenberg & Fust when they wished to obtain security for a loan. This first press was the outgrowth of cheese and wine presses of that time. The first hand press was used in the fifteenth century. The Washington hand presses came into use in 1829 and it supplanted all other hand presses. Composition rollers were invented in 1813. The first real job press was invented by S. B. Ruggles of Boston in 1830. The next real advance in job presses was made in 1856 and was followed, within ten or twenty years by a number of makes now in use. The cylinder presses first came into use in 1814 in the London *Times*. The first American make appeared about 1835. That carries us up, practically, to the present period presses which every craftsman knows about. Mr. Mansfield answered numerous questions asked by members.

The next speaker was Fred S. English, chief engineer of the Babcock Printing Press Manufacturing company, New London, Conn. Mr. English illustrated his talk with stereopticon slides and divided his talk into six principles. These principles are: levelling, exclusion of foreign substances, oiling, adjustment to prevent wearing, adjustment to secure prefect work, and cleanliness.

The principle of levelling was to show how, if a press became twisted in any way, it would cause a tendency to slur, to pull the tympan off the cylinder, to work up the quads and spaces. The exclusion of foreign substances was for the purpose of showing the damage caused by carelessly leaving wrenches, pencils and knives on the feed board and starting the machine. The proper oiling of machinery was clearly shown by he steropticon slides, a number of which showed the oil pockets of the various bearings. The adjustments to prevent wear showed the strain caused by improperly setting the register rack, tight belts, tapes, springs, etc. He illustrated and showed how to obtain perfect adjustment to obtain perfect work. He also showed very clearly how overpacked cylinders cause slurring and what we call "printing long".

Mr. English closed his talk, laying stress on the necessity for cleanliness around machinery, and discussed with a number of the members the proper height of bearers on cylinder presses. Members of the club who took part in this discussion were J. L. Sullivan, S. Goodman, J. Roche, D. Liddell, Charles Heidenreich, Arthur Rawlings and Arthur Mansfield.

Mr. Dallas, general manager of the Boston Graphic Arts exposition, gave a short talk on progress of the show, got the members all aroused about he coming convention and exposition. His talk enthused the members of the club and they all offered him their services in anything they could do to help insure the success of the exposition.

Before the meeting adjourned, President Calkins called for one minute silent tribute to our departed member, Henry Malley of Ginn & Company, who was one of the charter members of the club ten years ago.

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For the first time at any exposition there will be a complete working unit of a folding box making plant. At the Boston Graphic Arts exposition to be held at Mechanics building, August 28 to September 2, large cylinder presses will be run on two-color folding boxes for a local manufacturer. Cutters and creasers, glueing machines, bundle tyers and baling machines complete this unit. Great increase in this character of printing recently makes this exhibit timely and interesting to printers.

English Executive Visits U. S.

B. J. Goulding, manager of the works of Linotype & Machinery, Ltd., at Altrincham, Cheshire, England, arrived in New York City January 31, aboard the steamer Carmania, for a six weeks' business visit in the United States and Canada.

The greater part of Mr. Goulding's stay will be spent at the headquarters of the Mergenthaler Linotype company, in Brooklyn, where he will familiarize himself with the most recent American conditions on this side at this time. Before sailing for England about the middle of March he plans to visit Battle Creek, Michigan, and expects to spend some time at the Chicago agency of the makers of the Linotype, and at the Toronto headquarters of Canadian Linotype, Ltd.

Mr. Goulding, who has been connected with Linotype & Machinery, Ltd., for the last twenty-four years, is a member of the Institution of Mechanical Engineers of England, and prominently known in manufacturing circles in the British Isles and on the continent. For several years prior to his appointment as works manager he served the company in the capacity of sales engineer. Three years ago he was put in charge of the big manufacturing plant at Altrincham.

When questioned regarding the business outlook in England at present, Mr. Goulding stated that conditions seemed to be steadily improving. "Just before I left England," he said, "we increased our working force at the Altrincham plant (which normally consists of 2000 persons), and prospects indicate that we shall have to put on additional workers soon to take care of increasing business."

EQUIPMENT REVIEW

Watches the Cash

THE Bird Cash Addister is a combination adding machine, checking machine and cash register. It retails for $35.00. The machine unhooks from the cash drawer, and can be carried to other work. It weighs less than 5 pounds. Retailers can ring up cash on a Bird or take inventory on a Bird or tally shipping and receiving on a Bird, or add their permanent records on a Bird. Wholesalers and manufacturers can use the machine for checking or tallying, to total orders and for inventory work. There are five machines in one, and the price is $165.00 under the nearest combination adding machine and cash register.

The principle of all Bird machines is so simple that they can be improved to the maximum extent, namely to do the work the big, high-priced machines do—the while the consumer price remains under a $50.00 bill.

The Bird cash addister has less than 40 parts, and is more simple and less complicated than the dollar alarm clock. It has fourteen keys, from 1 to 9, 10, 15, 20, 25 and $1.00. There are no levers to pull. $100.00 may be rung up on the machine before it is necessary to turn back to neutral, and few, if any, smaller concerns take in that much cash a day. Likewise, additions to 10,000 may be done before turning back to neutral. In the work of addition, this machine will amply fill the needs.

The manufacturers of the Bird cash addister are the Bird Manufacturing Co., at 840 First National Bank building, Chicago. They consider their cash addister as the Ford among calculators.

C. & G. Trimmiter in New Factory

ANNOUNCEMENT is just received that the C. & G. Mfg. Co., 538 S. Dearborn St., Chicago, Ill., have now completed their new factory at Port Washington, Wisconsin, where they have installed the latest machinery for the manufacture of C. & G. Trimmiters.

The Chicago office will remain at 538 S. Dearborn street, in charge of S. G. Greenfield, secretary of the company.

The C. & G. Mfg. Co. is one of the youngest companies building machinery for the printing trades. The company was organized in the fall of 1920 and up to the present time have over one hundred Trimmiters in use.

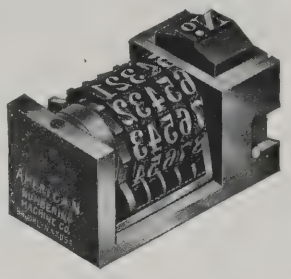
Recent shipments of Trimmiters were made to the New York *World*, New York City, The Denver *Post*, Denver, Colo., The Deseret *News*, Salt Lake City, Utah, and Shea, Smith & Co., Chicago, Ill.

Ed. Cheshire, president of the C. & G. Mfg. Co., is the inventor of the Trimmiter. He also invented the Miller feeder and the Miehle vertical cylinder press.

Profit is the life-blood of business. Don't let "leeches" bleed you.

Beg Your Pardon

In the February issue in a write-up of numbering machines of the American Numbering Machine company, an illustration of a numbering machine of another make inadvertently crept into our columns. We hasten to correct the impression that might be gained by some of our readers that both these numbering machines are made by the American Numbering Machine company. We are showing a cut of one of the many models made by the American Numbering Machine company. Close inspection portrays the high quality of workmanship put into these machines. The model 30 five wheel machine which formerly sold for $20 is now $16. The model 31 six wheel formerly selling at $22 is now $18.



No. 54321
Impression of Figures

Chicago Welcomes Wesel

Not in the sense of pioneering but rather in the spirit of bringing up reinforcements, the F. Wesel Manufacturing Co., of Brooklyn, formally opened its new Chicago headquarters at 431 South Dearborn street, Monday, February 6.

For many years the Wesel company has maintained an office in Chicago. Its new headquarters, however, is a real service station, as well as a permanent exhibit of Wesel machinery, for printers, photo-engravers, electrotypers, and stereotypers.

Attractive invitations were sent to the Chicago territory trade by the company announcing the opening.

Visitors, many prominent in the printing industry, were welcomed by Adolph Hess, sales manager and Norman S. Githens, advertising manager, both from the main office in New York, and A. J. Hoerth, Chicago manager and George E. Haviland, western representative.

As will be seen from the accompanying etching, the new Wesel display room is large, airy and well lighted, affording visitors an opportunity to inspect the various machines in surroundings that prevail in modern shops.

Missoula Mecca of National Editorial Association

Clan Will Be Regaled With Program Brimful of Inspirational Material—Business and Pleasure Will Commingle in Summer Meet

MONTANA is to be the Mecca for the annual gathering of newspapermen from the four corners of the United States, next July. If plans succeed the chief of the prophets of the nation, President Harding, himself the publisher of a newspaper (a country newspaper) will be a leader in the ceremonials.

Unlike the pilgrimages of old to Mecca, this one will not be accompanied by foot-soreness, nor trials of endurance, for every facility for comfort and ease in traveling will be afforded. The gathering of the faithful will be arranged upon a twenty-first century basis, as even a hurried study of the preparations will disclose.

As a result of an action taken by the executive committee, a fund for advertising the great event is provided whereby literature to 16,000 newspapers and periodicals will be mailed three different times, thus giving a circulation of information upon the subject, greater by many thousands than has ever hitherto been possible in 37 years.

Chicago will be the place of rendezvous. St. Paul and Minneapolis will be the first meeting places at which accessions of scores of publishers will be received. The "twin-cities" are already planning to make the stop-over of the visitors a memorable event.

One of the publicity features of the trip will be the publication of a daily newspaper on one section of the special train.

A complete printing outfit, including a linotype, will be installed on the train and the newspaper men in the party will take turns in furnishing their comrades with the news of the day as it originates on the train and in the towns visited. A telegraph service will furnish the news from abroad.

It is the intention to print the publication on good paper so that it will be appreciated as a souvenir by the folks back home.

Among the entertainments which have been suggested by various towns is a beautiful pageant in which a large number of actors, Indians, and cowboys, will illustrate in a vivid manner the story of western Montana.

Another proposition is a sham battle between the boys of the American Legion and soldiers at Fort Missoula, reproducing scenes from the battle fields of France.

Also a stampede accompanied by Indian dancing, Indian racing, cowboy stunts typical of the wild west, a clam bake in one of the valleys, a night camp in the pine forests; fighting forest fires, an exemplification of the manner in which the forest reserve men protect the timber interests of the state; visit to the copper mines and refineries, to the oil fields; the adoption of some of the editors into the Blackfoot race; observation of the semi-centennial of the opening of Yellowstone Park; an opportunity to watch the filming of a big western story by a film-making corporation. In this production the principal characters will be drawn from the southern California film colony, although many fullblooded Indians picked from the thousands of striking types on the Flathead reservation will appear in war paint and feathers.

As soon as definite agreements can be made with the railroads, data relative to the trip will be provided by Executive Secretary Hotaling and as rapidly as particulars are obtained concerning the pleasures and entertainment to be provided by the various cities, they will be forwarded to all who make inquiry at the St. Paul headquarters.

In a recent statement, Mr. Hotaling said:—

"As an indication of what there is in store, let us tell you that Montana is a land of delightful surprises, a land of distances and of alpine heights, a paradise of lakes and forests, snow-tipped mountains and broad vistas of rolling valley and plain, invites weary city folk and dwellers of the flat spaces to come and learn the real meaning of the word 'recreation.' It invites them to come when all the east is sweltering and sleep there is impossible. It promises them refreshing sleep, glorious scenery, splendid trout fishing, big game hunting in season and the varied matchless attractions that are contained within Montana's 147,187 square miles of territory.

"The national parks—Glacier in the northwestern, and Yellowstone in the south central part of the state, the oil fields of eastern Montana, the Redskins on the Indian reservation, the old-time stock ranches in the badlands and the grazing districts where the cowboy is making his last stand, the mines and smelters, the Custer, the Big Hole and other Indian battlefields, the gigantic power plants, the numerous hot springs, the irrigated valleys that fleck the silent prairies of the eastern part of the state and the primeval forests that flank the bold mountain ranges of western Montana—these are some of the attractions from which the visitor may make his own choice.

ELKS' CLUB BUILDING—MISSOULA, MONT.

The illustration above is a splendid reproduction of the Elks Club, use of which has been donated to the National Editorial Association, during the convention in Missoula. This club building is the finest of its kind in the United States, both from the viewpoint of architecture and convenience. The convention hall or auditorium is spacious, well lighted and well ventilated, a room of exceedingly large proportions, capable of seating 1,000 people. It is a magnificent structure and attendants at the national meeting will be gratified to know their needs for a meeting place have been well provided for thus.

"It is very desirable that registrations be made early as it is no small task to make all the necessary reservations to care for so large a party as will be in evidence on this occasion. It is not likely that such an opportunity to visit the national parks will be offered again in many a year; consequently, it is worth an extra effort at this time."

The people of the state of Montana are a-thrill with interest and the newspapermen feverishly await the opportunity of not only showing the hundreds of visiting newspaper men their own brand of hospitality but the beauties of nature that rival in grandeur those of any other part of the whole wide world.

In a recent letter, G. M. Moss, vice-president of the N. E. A. for Montana said:—

"There is a great deal of interest over Montana in the national meeting. It will be one of the greatest tours that the National association has ever held; you cannot stress that too much. Yellowstone and Glacier parks are truly wonderful and I have a feeling that 1922 is going to be the biggest year in the history of the N. E. A."

The Montana Press association, which means all of the newspaper publishers of Montana, are solidly behind the preparations for the N. E. A. convention. The Montana association will hold a meeting one day before the National gathering in Missoula, there to complete arrangements already under way. The members of the Montana Press association executive committee are:—O. S. Warden, Great Falls, chairman; Dean A. L. Stone, Missoula; J. A. Gilluly, Lewiston; H. A. Johnson, Malta; G. M. Moss, Whitefish; and Secretary S. E. Peterson and President P. B. Snelson of the state association, who are ex-officio members. Committees of Montanians will be named to meet the visitors at the state boundary and accompany them on their seventeen day trip through the state.

The badges to be furnished the delegates on the Montana tour of the N. E. A. next July are to be works of beauty. They are to be made of Montana copper giving views of Glacier and Yellostone National parks. The idea was largely worked out by the manager of the Chamber of Commerce at Missoula.

Missoula, the convention city, is known as "Montana's Garden City".

The Pulse and Trend of Business

HAVING safely passed the turn of the year, business leaders appear disposed to sit down and peer into the future in an attempt to analyze the outlook for the present year. The picture they see is a two-sided one. It has a bright side and a dark side. On the bright side may be listed the knowledge that liquidation has run its course, that industry is proceeding at a faster pace, a pace increasing moderately from day to day and week to week, that orders are coming in a little more freely; that railroad freight traffic shows some healthy gains, and that unemployment, particularly in the large centers, is declining. On the other hand, they are brought face to face with the rather chaotic condition in the agricultural sections of the country; current prices for commodities which do not pay the cost of production; an unequal ratio between the selling price of raw materials and the finished product; stagnant foreign trade and a business situation that, at best, can be called only moderately active

In the opinion of a great many people, who have weighed the unfavorable and the favorable factors against each other in the scales of calm reasoning, conditions are so very much improved over one year ago, or even six months ago, that they are inclined toward optimism.

Throughout the entire busines field, here and there are to be found factors which add strength to the more optimistic view taken by the majority. One of these, and probably the main factor, is the fact that production in the basic industries is on the increase and the prices evidently have reached a level at which purchasers are interested. It is quite true that new work being attempted in almost every line is held to the very minimum, largely because capital is holding back for the open shop, rather than submit to war wages insisted upon by organized labor. Notwithstanding this, the fact remains that shelves are nearly bare, that stocks of all sorts are at low ebb, and that replacement of these stocks must be inaugurated soon, before the counters become entirely bare. This has taken place in the wool industry, in the leather industry and in others of a long list which might be enumerated. Replenishment of supplies which have been allowed to run down to the minimum because of unsettled conditions and widely fluctuating prices, is firmly counted upon in most basic industries to start the wheels moving and to accelerate the pace, gradually but surely, once they are in motion.

There has been a slight increase in foreign trade figures since the first of the year, due, in the main, to increased shipments of foodstuffs and raw materials to Europe, and it has had its reflection in foreign exchange quotations, although the movements have not been particularly wide. The surplus of funds for investment has never been so large, and it appears to be the problem of the country at the moment to keep its idle funds employed, until such time as the revival in business and industry again takes up the slack and diverts these idle funds back into the normal channels.

It is natural to be an optimist in October and a pessimist in February, for in the one case the volume of the country's business is usually at the maximum, while in the other it is at the minimum. With the autumn and Shristmas trade all finished, February is usually a dull and depressing month, since the spring trade does not begin until March. Business should, therefore, begin to show rapid expansion in March and April, following the opening of lake navigation.

The outlook for revival in business is far more encouraging than appears on the surface. Festus J. Wade, the St. Louis banker, tells how his bank cut down one client's line of credit because the client had unwisely reduced his publicity appropriation. Most concerns have had to retrench, it is true, but the period for drawing in their horns is now past. The enterprising merchant or manufacturer should now go forward and grow. They should cease looking backward and direct their energies to looking forward and forging ahead. Readjustment has unquestionably been completed; business is now on a firm basis. The way to find business is to go after it. Don't think of the cost; think of what the returns will be if you make the expenditure. Men, like Napoleon, make circumstances; they don't fold their hands and wait until things change. They apply themselves to bring about the kind of change they desire. Let us make general conditions better by each of us fighting to make his own business better!

The printer who substitutes a lighter or cheaper paper on a job without consulting the buyer reminds one of the farmers we used to hear about who put pounds of salt in the bottom of a butter firkin. Such a printer is on a par with the grocery man who weighs 14 oz. of sugar for a pound. Doesn't seem possible in this ethical age that there could be such foolish printers, does it? Yet we heard of one recently.

ASSOCIATION ACTIVITIES

Mid-Winter Meetings Bubble With Enthusiasm

State and Regional Meetings Take Up Many Important Matters Dealing With Progress of Press— Organization Work Thriving Everywhere

Inland Press Holds Remarkable Winter Meeting

The conventions of the Inland Press Association are always of a high grade, as the N. P. J. has asserted editorially and otherwise upon a number of occasions, but the meeting held in Chicago February 21 and 22 certainly eclipsed any other of its kind in recent memory. The reports of committees, the carefully prepared resolutions, the addresses, the open forum discussions were characterized by an earnestness and masterfulness that were quite distinctive, illuminating and inspiring.

Frank H. Burgess
President

Probably the most stimulating address of the noteworthy occasion was the one by "Dick" Lee of the Lord and Thomas Advertising Agency. Mr. Lee assured the publishers that they were engaged in a most laudable endeavor, that their vocation of issuing newspapers was one which should call forth all of the high conceptions which their manhood could summon; that the service that they offered to the public is one which is of inestimable importance to the nation. He urged that in selling advertising space that they were really acting the part of benefactors so long as they were scrupulous in their acceptance of business which of the worthy type. The speaker declared that "circulation without reader-confidence is waste" and asserted that he would much rather advertise in a newspaper which had the respect of its readers than one which might have a larger circulation but lacked the moral regard and esteem which was possessed by the one with fewer readers.

In closing his inspiring address Mr. Lee summed up his points in three statements:—"The public has a right to believe when it reads." "The advertiser has a right to have his advertising believed." "The newspaper that knowingly receives and publishes bad, misleading copy is party to a crime, the receiving of money under false pretenses." He illustrated his talk with some wonderfully illuminating experiences and incidents from life.

Fred P. Mann of Devils Lake, N. Dak., who has gained a national reputation as an advocate of newspaper advertising, regaled his audience with the facts and observations incident to his use of the commodity in connection with his retail stores. Mr. Mann has proved, and is still proving, that "the way to get business is to go after it."

E. G. Myers, associate editor of the National Printer-Journalist, received appreciatory recognition following his address on "Apprentices".

H. C. Hotaling, executive secretary of the National Editorial association presented a masterful elucidation of the responsibilities of the newspaper editor and publisher. He stressed the need of a nobler conception of duty than that of merely producing a publication which should be profitable from a financial standpoint. From the applause and pleased comment, it was perfectly evident that the speaker carried his point.

In speaking to the subject of "Special Page Advertising and How *not* to Abuse It", John H. Harrison, publisher of the *Commercial-News* of Danville, Ills., dwelt upon the need to carefully consider the timeliness of the event to be used as the basis, or excuse, for the special event to be celebrated. The inportance of advertising the special feature thoroughly before it was "pulled off" was also emphasized. "Thrift Week", the "Buyers' Strike", "Soda Water Price Reductions" anniversary celebrations, etc., have been used by Mr. Harrison wih splendid results, and without disturbing the flow of regular advertising from those who are continual users of the paper's space.

H. N. Kellogg, labor commissioner of the A. N. P. A., reported the developments in the labor situation and indicated that the prospects of many of the larger dailies having serious trouble with the unions, was remote. It was quite apparent that the "open-shop" movement in the publishing offices was not likely to make much headway among the A. N. P. A. members.

Interesting addresses were made by Jesse H. Neal, executive secretary of the Associated Business Papers, Frederic W. Hume, executive secretary National Publishers association, and C. Yewdall of New York. The latter dealt with the deduction to be secured from the income tax on account of circulation building.

L. D. Staplin of Chicago, who has been contributing articles for the benefit of the readers of this magazine, talked upon the subject of "Metal Problems". Mr. Staplin drew from his store of intelligence a flood of facts in regard to the care of metal used in newspaper and printing offices. So completely did he prove himself to be an expert upon the subject that he was plied with questions by a number of information-seekers after he had finished his talk.

The reports of various committees were not the least in importance of the many interesting features of the notable meeting. After the presentation of the report by C. R. Butler of the Mankato, Minn. Free *Press*, on Cost Finding and Standardization of book-keeping methods, the convention voted in favor of sending the findings of the committee to the entire membership. This information has hitherto been furnished only to those newspapers which participated in the compilation of the information.

Resolutions recommending an appeal to congress for a reduction of "present second-class postal rates in the various zones as now constituted, to the rates existing on the second advance for the fiscal year, 1919-20," were adopted.

There have been four advances in second-class postal rates since July, 1918, it was pointed out, and the reduction requested would average about 37 per cent from existing rates, which range from 2 cents a pound in the first and second zones to 10 cents in the eighth zone.

"The present postal rates on second-class mail matter were enacted as a war revenue measure to meet

war expenses and in their final operations have worked a hardship upon the publishing industry as a whole," the resolution stated.

"The Working Plan of the Medill School of Journalism" was the subject of a most interesting address by H. F. Harrington, director of the school. The complete address is printed on another page.

The following are the newly elected officers of the Inland Daily Press association:
President, Frank H. Burgess of the La Crosse, Wis. Tribune.
Secretary-treasurer, Wil V. Tufford of Clinton, Iowa, re-elected.

Vice-Presidents.

Arkansas—George H. Adams, Pine Bluff Graphic, re-elected.
Iowa—F. W. Woodward, Dubuque Telegraph Herald.
Illinois—Mrs. M. S. Shaw, Dixon Telegram.
Kentucky—Urey Woodson, Owensboro Messenger, re-elected.
Kansas—Charles F. Scott, Iola Register.
Indiana—J. A. Kautz, Kokomo Tribune.
Minnesota—E. P. Stewart, Minneapolis Tribune.
Michigan—A. R. Treanor, Saginaw News-Courier.
Missouri—James Todd, Maryville Democrat-Forum.
North Dakota—N. B. Black, Fargo Forum, re-elected.
Nebraska—J. H. Sweet, Nebraska City Press.
Ohio—F. E. Alvord, Sandusky Star-Journal.
South Dakota—J. H. McKeever, Aberdeen American News.
Wisconsin—Emery A. Odell, Monroe Times.
Pennsylvania—J. F. Steinman, Lancaster News-Journal.
Ontario, Canada—Major Henry Burgoyne, St. Catherines Standard.
Saskatchewan, Canada—H. C. Elvin, Saskatoon Star.

Board of Directors.

Michigan—A. L. Miller, Battle Creek Enquirer and News, three years, re-elected.
Wisconsin—F. R. Starbuck, Racine Journal-News, to complete two years remaining of Frank H. Burgess, elected president.
Ohio—W. J. Galvin, Lima Republican-Gazette, three years.
Canada—J. I. McIntosh, Guelph Mercury, two years, to succeed W. B. Burgoyne, deceased.
Illinois—Verne E. Joy, Centralia Sentinel, two years.
Kansas—Gene A. Howe, Atchison Globe, two years.
Iowa—Lee P. Loomis, Muscatine Journal, three years.
Indiana—George D. Lindsay, Marion Chronicle, three years.
Missouri—W. Southern, Jr., Independence Examiner, three years.

Permanent Cost Finding Committee.

C. R. Butler, Mankato, Minn., Free Press.
A. L. Miller, Battle Creek, Mich., Enquirer.
E. H. Harris, Richmond, Ind., Palladium.
Herbert L. Adams, Perry, Iowa, Chief.
B. E. Pinkerton, Monmouth, Ill., Atlas.

Publicity Committee.

D. W. Stevick, Champaign, Ill., News-Gazette.
R. D. Rainey, Decatur, Ill., Review.
C. C. Marquis, chairman, Bloomington, Ill., Pantagraph.

Paper Committee.

C. C. Marquis, chairman, Bloomington, Ill., Pantagraph.
A. W. Peterson, Waterloo, Iowa, Courier.
F. F. Rowe, Kalamazoo, Mich., Gazette.

Paper Committee.

E. P. Adler, Davenport, Iowa, Times.

Three new members were elected as follows: C. A. Elvin, Saskatoon, Saskachewan, Can., Star; L. C. Trigg, El Dorado, Ill., Journal, and W. O. Brown, Youngstown, Ohio, Vindicator.

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Iowa Press in Memorable Meet in Des Moines

During the three days of the Iowa Press association convention held at Des Moines, February 16, 17 and 18, over 400 publishers and ladies of the press were registered and in attendance. For this meeting, for the first time, G. L. Caswell, managing director of the association, secured fare and a half rates on the railroads on the certificate plan. He made good on the number required to secure the lower rates, even though Iowa highways are now so good that one-fifth the members arrived at the state capital in their own autos.

It was a great meeting—great in point of numbers, greater in interest and enthusiasm, and greater than all else in harmony and satisfaction with the association work and its accomplishments. For Iowa had the first paid field secretary, and Mr. Caswell has now entered upon his seventh year as such secretary under the more dignified title of managing director of the Iowa Press association. Actual cash-in-hand value from such organization makes satisfied members, and satisfaction accounts for the increase in such memberships this year to the highest point in its history with a system of dues running as high as $40 per year.

High spots on the program this year were the daily newspaper section, held the first day. Robert E. Ward, Chicago advertising representative, and Lee A. White of the Detroit *News*, were chief speakers. Both gave talks that were of value to the daily publishers.

Friday, the 17th, was the day of the general convention, for which the daily representatives remained over to join with the weekly publishers. Mr. Ward talked again to the weekly publishers at this session. One of the most interesting features of the entire convention was the report of C. A. Baumgart on several territorial newspaper surveys which were conducted in Iowa cities and towns to ascertain what newspaper readers want, what they read, what they think of advertisers and of the newspapers generally.

Friday evening's banquet was the most brilliant one ever arranged for this association. An all-home Iowa program was headed by Col. Hanford MacNider, commander of the American Legion. Iowa's new United States Senator, Chas. Rawson, Governor Kendall, Editor Harvey Ingham of the *Register*, Charley C. Gillespie, prsident of the I. P. A., and the ever-brilliant Lafe Young, Jr., as toastmaster, provided an evening of rare entertainment.

Three hundred attended Friday afternoon's session, at which Field Secretary G. L. Caswell made his annual report, showing $1,000 on hand above the costs of the association, and a new membership list of 30 to be voted on. Prof. F. W. Beckman of Ames reported on the annual newspaper questionnaire wherein all the vital newspaper business of the state was mirrored and detailed for full inspection. Other state associations are urged to adopt this questionnaire feature; it is worth everything.

Deciding several newspaper contests was a feature of the sessions of the 18th. Elegant silver cups were awarded for the best made-up newspaper, the best farm news handling and for the most noteworthy community service. Election of officers and their installation, with some general round table topics made Saturday a full day, and one of the best of the week.

Officers were elected as follows for next year: Ed. M. Smith of the Winterset *Madisonian*, president; Geo. C. Tucker, Webster City *Freeman-Journal*, vice-president; O. E. Hull, Leon *Reporter*, recording secretary; F. H. McCabe, Logan *Observer*, treasurer. The board of directors was increased to six, to provide more systematic and thorough representation. The following good newspaper men are directors: K. F. Baldridge, Bloomfield; T. W. Purcell, Hampton; E. P. Harrison, Oakland; O. S. Bailey, Waukon; John W. Carey, Rock Rapids; John F. D. Aue, Burlington. G. L. Caswell was later re-employed by the executive committee as managing director of the association for another year, and they voted him a new car to be used for traveling over the state.

Prize winners in newspaper contests were named as follows:

(a) Best general newspaper makeup. Register and Tribune trophy, Knoxville Express. Honorable mention, Fairfield Tribune and Eldora Herald.

(b) Most notable community service past year. Sigma Delta Chi silver cup, Fairfield Tribune. Honorable mention, Hamburg Reporter and Woodbine Twiner.

(c) Best handling of farm news, Ames Tribune cup, Denison Review, Honorable mention, Cherokee Times, Malvern Leader, Sac County Bulletin and Traer Star-Clipper.

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East Tennessee Editors Plan Meet

At a recent meeting of the executive committee of the East Tennessee Press association it was voted to hold the next annual convention at La Follette, July 13, 14 and 15.

At this meeting, it is proposed to make the East Tennessee Press association state-wide in its scope, since the press associations of middle and west Tennessee have ceased to function. All matters of vital interest to publishers will be discussed, such as best methods of stimulating advertising, subscription rates, circulation, etc. Combining pleasure with business, the annual meeting is the big outing for most editors and the only vacation for many.

Wisconsin Press in Mid-Winter Meet

The Wisconsin Press association gathered at the Pfister hotel, Milwaukee, March 3 and 4 in an enthusiastic meeting, brimful of good addresses and a business program that will mean much to the press in Wisconsin.

President John A. Kuypers of DePere opened the meeting in snappy style, and launched the program on time. The complete program follows:

FRIDAY, MARCH 3, 1 P. M.

Opening Address, President J. A. Kuypers.
Report of Secretary and Treasurer.
"Creative Side of Job Jrinting", Frank R. Wilke, Milwaukee's leading creative job printer. Criticism, D. C. Menefee, Eagle River.
"Newspaper Building", E. G. Myers, Associate Editor National Printer-Journalist. Criticism, H. B. Kampfer, West Bend.
"Wisconsin Lakes and Parks", Frank A. Cannon. Illustrated with movies.

6 p. m.

Banquet by the Milwaukee Journal.
Address of Welcome, Toastmaster Henry C. Campbell.
Response, President J. A. Kuypers.
"Bringing the Ocean to Wisconsin", Charles P. Craig, executive director Great Lakes Tidewater association.
"Developing Our Cut Over Lands", H. L. Russell, dean Wisconsin College of Agriculture.
"The Need For Public Forestry", Col. William B. Greeley, chief forester United States.
The Journal's motion picture, "Beauty Spots in Wisconsin," with a few words by Brownie.

SATURDAY, MARCH 4, 9 A. M.

"Getting Business for a Country Weekly", Harry Bailey, editor Richland Center Rustic. Criticism, Maurice Morrissey, Delavan.
"Selling Blank Space Plus", Norman L. MacLean. Criticism, J. W. Spradling, Sparta.
"Survey of Wisconsin's Weekly Papers", E. Marion Johnson. Result of Survey by University of Wisconsin. Criticism, E. C. McClellan, Rice Lake.
"What Constitutes a Good Newspaper;"—Announcement of winners in prize winning contest, Prof. Walter Abel, dean Marquette School of Journalism.

1:30 p. m.

"Making the Community Newspaper Fit the Field", Wright A. Patterson, editor in chief, Western Newspaper Union. Criticism, S. A. Mellon, Plymouth.
"Is it Advisable to Give a Short Course at the University of Wisconsin for Weekly Newspaper Editors and Publishers?" W. G. Blyer, dean University of Wisconsin College of Journalism. Criticism, R. C. Rustad, Edgerton.
Report of Committee on Revision of Constitution.
Selection of Itinerary for Summer Outing.
Other Business.

Friday evening, the Milwaukee *Journal* tendered a banquet to the visiting newspaper men. The repast was served in the great Red room of the Pfister, the scene of many a notable gathering of printerfolk. Speakers of state prominence regaled the gathering with "Forward Wisconsin" inspirational material, and *Journal* photographers in masterful manner depicted the beauty spots of Wisconsin with a two-reel movie.

The matters of arranging for a three-day course in journalism for Wisconsin publishers by the University of Wisconsin course in journalism and of selecting a route for the summer outing trip of the association were referred to the executive committee.

A new constitution was adopted, the principal change being an increase in the annual dues. Three classes of members are provided for, active, bona fide publishers constituting the active members. Associate and honorary members are provided for also. The initiation fee for active members is $2 with annual dues of $5 for publishers of papers having 1,000 circulation or less and $5 for each additional 1,000 circulation up to 4,000. Beyond that figure the rate is $25 a year, becoming effective this year.

Winners in the prize contest held by the association to decide the best weekly newspapers in the state were announced as follows by Dean Walter Abel, Marquette university school of journalism:

Class A—First, The Waterford Post, Waterford, Mrs. S. Merrill, editor; second The Buffalo County Journal, Alma, Stroebel & Buehler, editors; third, The News-Herald, Cuba City, W. H. Goldthorpe, editor.

Class B—First, The Journal-Democrat, De Pere, John A. Kuypers, editor; second, The Standard-Democrat, Burlington, H. E. Zimmermann, editor; third, The Plymouth Reporter, Plymouth, S. A. Mellen, editor.

Class A included papers in cities having a population of less than 1,500, and Class B, cities of more than 1,500 circulation.

The Wisconsin Press association right now is manifesting the most enthusiasm in its history. Some 118 publishers were registered at the meeting, and the interest displayed was unusual. The Wisconsin press is in a good way for real progress, apparently all it needs right now being a field secretary.

Those who have made a thorough study of the plan say it will mean an addition of several hundred thousand dollars to the profit of Wisconsin publications. This is not guesswork, as neighboring states using the plan are actually showing such additional profits. The Iowa Press association, for instance, is said to have made an extra profit of one million dollars in one year due to the employment of a man to be looking after its interests every day in the year.

Interesting Session of Nebraska Press

The forty-ninth annual meeting of Nebraska Press association, held in Lincoln the last of February, was strictly a business affair. The fraternity in general felt that in the present strenuous period of reconstruction the time should be given to solving the difficult problems that come up in the printing and publishing business instead of "going in" for social activities.

Officers were elected as follows: President J. P. O'Furey, Hartington; vice president, J. S. Kroh, Ogallala; secretary, O. O. Buck, Harvard; treasurer, F. O. Edgecomb, Geneva. Those to serve with the officers on the executive committee are: George Snow, *Journal,* Chadron; E. R. Purcell, *Chief,* Broken Bow; Clark Perkins, *Express,* Beatrice; Joe Alden, *Republican,* York; H. D. Flory, *Republican,* Pawnee City; Fred Mickel, *Independent-Democrat,* Seward.

Mr. O'Furey, the new president, called a meeting of the new officers and the executive committee, announcing that the new administration planned an aggressive campaign for a larger membership which will give the organization additional funds and greater man power in carrying on its work.

Mr. O'Furey laid before the committee plans for a number of contests which are being considered as features of the annual conventions. One will be for the best front page; another will be for the best editorial written by the publisher of a country weekly or a member of his staff and a third will be for the best community service performed during the year by a country weekly within the state. Silver loving cups will be the prizes which will be held by the winners for the ensuing year, according to the plan.

The retiring president, Mr. Snow, in the annual address, made a plea for one hundred per cent support of the Nebraska Press association. He said there are 450 weekly papers in the state and only 60 per cent of that representation are on the association rolls, the 40 per cent not being represented. Only a little better than 25 per cent of the membership help to pay the bills and make it possible for the organization to remain a going concern.

"Secretary Ole Buck has served the interests of nonmembers as well as members," he declared, "and has never made the slightest distinction. It is a case of 75 per cent of the editors of the state depending on the other 5 per cent to carry on the work of the association. We must have a stronger organization. It must become 100 per cent efficient instead of 25 per cent."

President Snow said it made him sick to hear editors complaining about the amount they are asked to pay as members of the association when its income during the past year was less than $3,500. He paid a high tribute to the ability and faithful service of Secretary Buck. He hoped that his successor would find some means of getting more Nebraska editors behind the association. He, himself, would give him his hearty support. President Snow had written to a number of delinquents but in some cases they had not even answered his letters. He insisted that many are able to help but they refuse and leave the burden on the faithful few among the newspaper publishers.

In his annual report, Secretary Buck said that all things considered the newspaper and printing business in the state appears to be in pretty fair shape. Few have made little real money, but there have been very few failures and most everybody appears to be getting along well. The price of paper has taken a substantial drop during the past year, wages are beginning to slide

and other costs of production are going down. The price of type and machinery still remains high with not much prospect of substantial reductions at the present time.

Mr. Buck, the field secretary, gave a cheering outlook for advertising. He predicted that the situation would show marked improvement during 1922. He said that there is no disposition to cut the price of advertising, declaring that it is now too low. Nebraska weeklies are now giving very little free space though there is still some graft abroad. Referring to the legislative activities of the association, Secretary Buck pointed out that it had only been partly successful. It is his intention to inform the newspaper folks in their districts concerning the records of the men who intend to stand for re-election. It was his idea that missionary work should begin before persons begin to file as candidates for the legislature. He declared that some legislators showed hostility toward newspapers, but the great majority were friendly. He predicted that the association will become the greatest force in the state if it is able to reach the maximum of development. Secretary Buck said that all the bills for the year were paid except a balance on his salary. He was philosophical. He had expected to work at least part of the time for nothing. The first year he received little money, but the second year of his service he received a fair salary. The third year had proved similar to the first. The report of Frank O. Edgecomb, the treasurer, was presented. The association had a little money in its treasury

Dean Philo M. Buck of the arts and sciences college at state university under which is the School of Journalism, told the editors that before the special session of the legislature, which cut the biennium appropriation of the state university a half million, the authorities had prepared for economies aggregating $150,000. Certain reductions in overhead have made this saving possible. Instructors and professors are working longer hours and will still work more in order to further reduce running expenses. He stated that when the time comes the university authorities will be able to show the legislature that it is a going concern with a much less expense than competitors and that likewise its efficiency has not been impared nor will it be impaired by the rigid practice of economy which is the program at the present time.

The state school of printing, which is maintained with the co-operation of the Nebraska newspaper men and women, was touched upon by the dean. He thanked the association for its hearty co-operation with the university in the operation of the trade school. He gave much credit to Secretary O. O. Buck. Its purposes were explained in detail by Dean Buck and Secretary O. O. Buck. The dean pointed out that students who desire to take other branches of study have the whole faculty of the university behind them and at no additional expense to themselves. Dean Buck was given a most cordial reception by the association.

The editors were somewhat divided on the question as to whether the state of Nebraska needs a printing plant. The discussion was opened by George C. Snow of Chadron. Those opposed considered it too expensive a public venture. E. R. Purcell of Broken Bow, discussed "Selling the Home Town." Mr. Purcell said that the publisher must first establish confidence in the community he attempts to serve. He must deliver the goods. He must get out a paper that is able to do business in a business manner. He had no use for the circulatoin "liar." His mailing list is made public and anybody interested may see it. Courage and a keen regard for the truth are prime factors in the success of a country newspaper, he believed. Milton Cox of Arapahoe presented a paper on reducing the cost of production and J. F. Webster of St. Paul presented the subject of price reduction. Both were live topics for the state publishers.

Prof. Paul W. Ivey, of the state university addressed the editors on "Advertising and Salesmanship."

J. P. O'Furey, the newly elected president of the Nebraska Press association, is the editor and publisher of one of the live small town newspapers in the state. Mr. O'Furey came originally from Ohio to Sioux City and less than seven years ago purchased the Cedar County *News* at Hartington, developing it into one of the best known papers in the state. Mr. O'Furey conducts his paper along original lines for a small town newspaper, it being noted as the largest country weekly in the United States which does not handle a line of country correspondence.

THURSDAY, FEBRUARY 23, 1922.

2:00 p. m. Called to order and reading of minutes of preceding meeting. Appointment of committees.
2:30 p. m. President's Address.
3:00 p. m. Miscellaneous Business and general discussion.
6:30 p. m. Annual Banquet at Lincoln Chamber of Commerce. President George C. Snow, Toastmaster.

FRIDAY, FEBRUARY 24, 1922.

Morning Session.

9:00 a. m. Treasurer's Report.
Secretary's Report.
Discussion of Reports.
Reports of Committees.
Election of Officers.
11:00 a. m. Advertising and salesmanship, Prof. P. W. Ivey.

Afternoon Session.

1:30 p. m. How can We Convince Manufacturers of Printers' Equipment and Machinery that the War is Over. J. H. Walsh, Crete Vidette.
2:00 p. m. What do We Need in the Way of Legislation. A. B. Wood, Gering Courier.
2:30 p. m. Are the American Press association and Autocaster Profitable to Country Publisher, J. P. O'Furey, Harington News.
3:00 p. m. How can We Make our Organization of Greater Service to Nebraska Newspapers, Fred Mickel, Seward Ind.-Dem.
3:30 p. m. N. P. A. Finances for 1922, A. C. Gardner, Albion News.
4:00 p. m. The Newspaper and Public Opinion and Covering the Field, J. S. Kroh, Ogallala News.
4:30 p. m. Political Advertising, H. D. Leggett, Ord, Nebr.
5:00 p. m. Selling the Home Town, George Burr, Alliance Herald.

Evening.

A meeting of daily paper representatives will be held at 8:00 o'clock Friday evening for the purpose of forming some sort of an auxiliary organization of daily papers that will co-operate offensively and defensively with the weeklies of the state organization.

SATURDAY, FEBRUARY 25, 1922.

9:00 p. m. State University School of Printing—Buck and Buck.
9:30 a. m. Does Nebraska Need a State Printing Plant? Geo. C. Snow, Chadron Journal.
10:00 a. m. Shall We Cut Prices? J. F. Webster, St. Paul Phonograph.
10:30 a. m. Reducing Cost of Production, Milton Cox, Arapahoe, Mirror.
11:00 a. m. Selling the Home Town, E. R. Purcell, Broken Bow Chief.
11:30 a. m. The Editorial Page, J. G. Alden, York Republican.

Afternoon Session.

1:30 p. m. Printer's Price Lists, F. H. Price, Newman Grove Reporter.
2:00 p. m. Keeping After Free Publicity, Wolfgang Schmidt, Fullerton Post.
2:30 p. m. Making Advertising Profitable to the Advertiser, F. B. Howard, Clay Center Sun.
3:00 p. m. Our 1922 Problems, Frank Carroll, Schuyler Sun.
3:30 p. m. Circulation Methods, Lloyd Swaine, Columbus Telegram.

*

Virginia Conducts Big Convention

The fourth mid-winter meeting of the Virginia Press association was held at Richmond recently with a large attendance.

Eighty-one editors were the guests of the *Times-Dispatch* at the dinner, at which addresses were made by Charles N. Feidelson, editor of the Evening *Dispatch;* Clement S. Ulcher, of the Southern Settlement and Development organization, Baltimore, and W. B. Cridlin, secretary of the Virginia Historical Pageant, which will be staged in Richmond next May.

Eleven new members were admitted, bringing the membership to more than 100, an increase of 65 in two years.

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N. W. Daily Publishers at Minneapolis

The members of the Northwest Daily Press association re-elected their former officers at a meeting held in Minneapolis February 11th. The officers are as follows:

President, Fred Schilpin, St. Cloud; secretary, E. La Fond, Little Falls; executive committee, Howard Bratton of Faribault, L. S. Whitcomb of Albert Lea, E. L. Ogilvie of South St. Paul.

New Association for Missouri

The Missouri River Press club is the name of the organization formed by newspaper men at a meeting in Yankton the first of February. The territory covered by the organization consists of Union, Bonhomme, Turner, Clay, Yankton, Hutchinson, Douglas, Charles, Mix, Lincoln, Tripp, Gregory, Melette and Todd counties in South Dakota, and Cedar, Knox and Boyd counties in Nebraska. Officers chosen for the organization are as follows: President, E. S. Danforth of the Vermillion *Republican;* vice-president, George W. Fitch of the Yankton *College;* secretary-treasurer, P. P. Perrin of the Lake Andes *Courier.* The directors are: J. P. O'Furey of the Hartington *News;* G. C. Warner of the Gregory *Times-Advocate,* and O. W. Dingman of the Centerville *Journal.* Twenty-five newspaper men attended the meeting. A banquet at the state hospital was attended by about 100 persons. It is proposed to hold semi-annual meetings of the club.

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Colorado for Field Secretary Plan

The editors of Colorado, at Denver, January 20 and 21, endorsed the field secretary plan. It was left to the executive committee of the Editorial association to decide upon a plan for financing the proposition. The following officers were elected: President, E. A. Bemis, *Independent,* Littleton; vice-president, A. W. Barnes, *Reporter,* Loveland; secretary, George T. Haubrich, Weld County *News,* Greeley; treasurer, Alva A. Swain, *Chieftain,* Pueblo.

Addresses of interest and importance made the meeting one of the most profitable that has been held within recent years.

Resolutions adopted and placed on record were: Favoring the building, of the Moffat tunnel; the condemnation of the present system of apprenticeship in printing establishments, and favoring the teaching of the mechanics of printing in manual training schools with practical printers as instructors.

*

Maine Dailies Discuss Live Topics

At Lewistown, Maine, January 28, the publishers and editors of daily papers discussed the question: "What can the daily newspapers do to increase the population and advance the prosperity of Maine?"

This resulted in the appointment of a committee to make a survey of the various activities now operating or about to operate in Maine and report at a meeting to be called soon. It consists of Arthur G. Staples, managing editor of the Lewiston *Journal,* Frank B. Nichols, publisher of the Bath Daily *Times,* and M. R. Harrigan, business manager of the Bangor *Commercial.*

Charles F. Flynt, publisher of the Augusta Kennebec *Journal,* was re-elected president; W. R. Reid, manager of the Bangor *News,* treasurer; and William H. Dow, business manager of the Portland Evening *Express,* secretary. The next regular meeting will be held at Augusta, and the July meeting, at Bath.

*

Georgians Hold Mid-Winter Meet

The mid-winter meeting of the Georgia Press association was held at the Ansley hotel in Atlanta February 13 with a large attendance.

The members of the executive committee are: William G. Sutlive, chairman; C. E. Benns, Butler *Herald,* recording secretary; Hal M. Stanley, Georgia *Publisher,* corresponding secretary; John J. Howell, Culthbert *Leader;* Otis A. Brumby, Cobb County *Times,* Ralph Meeks, Calhoun *Times;* O. W. Passavant, Newman *Herald.*

The next meeting will be held at Quitman, Ga., in July.

Indiana Democratic Editors

At the Claypool hotel, Indianapolis, February 16, the members of the Indiana Democratic Editorial association had a delightful time.

Cordell Hull, Democratic national chairman, was the principal speaker of the evening and gave a masterly address, followed by a fiery oration from Claude G. Bowers, editor of the Ft. Wayne *Journal-Gazette.*

On the morning of the 17th, a business meeting was held in parlor A of the Denison hotel, at which John H. Heller of the Decatur *Democrat* was elected president; George W. Purcell of the Vincennes *Sun,* first vice-president; John H. Mitchell of the Greenfield *Democrat,* second vice-president; John C. Gorman of the Princton *Democrat,* secretary, and Thomas McCullough of the Anderson *Bulletin,* treasurer.

After transaction of other business the association adjourned to assemble again about the middle of June in a summer meeting at Madison.

*

South Minnesota Editors Elect

A. M. Welles, the talented bachelor-editor of the Worthington *Globe,* was elected president of the Southern Minnesota Editorial association at Mankato, February 3. Other officers chosen were: W. D. Hinchon, Madelia, vice-president; Frank Griffin, Good Thunder, treasurer, and H. J. Haydon, Lakefield, secretary.

The meeting was largely attended and, while the program was only made to cover a one-day session, a great deal was crowded into the one day and the editors got down to business and made every minute count.

A banquet and a smoker furnished the social side of the meeting, which was pronounced one of the most successful ever held by the association.

The summer meeting is to be held at Lakefield.

*

Loup Valley Nebraskans

The Loup Valley Editorial association convened in Grand Island, Neb., Jan. 20 and a district association meeting was held in North Platte the next day. Both meetings were well attended and O. O. (Ole) Buck, field secretary, was on hand at both places with his usual interesting information concerning the ever-present problems confronting the country newspaper publisher. The next meeting of the Loup Valley association will be held in Grand Island April 20 and North Platte district will convene about the same time.

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Missourians Choose Field Secretary

J. S. Hubbard was elected field secretary of the Missouri Press association at a meeting held in St. Louis February 10. Mr. Hubbard was formerly secretary of the Pittsburgh Typothetæ and more recently held a similar position with the Ben Franklin club at Wichita, Kans.

Mr. Hubbard will give special attention for the present to increasing the volume of advertising placed with Missouri newspapers by manufacturers within the state.

*

North Dakotans Meet in August

August is the month fixed for the next gathering of North Dakota editors. At their Jamestown meeting last summer Devils Lake was chosen as the next convention city and the time was left to the executive committee, who have announced the month and promise to make known the dates as early as practicable. That every member of the organization do a lot of boosting for the "best convention yet" is the urgent request of every member of the committee.

North Minnesotans at Sauk Center

On January 28, at Sauk Center, Minn., the members of the Northern Minnesota Editorial association chose A. L. La Freniere of the Grand Rapids *Independent,* as their leader for the ensuing year. Other officers selected were: Vice presidnt, E. H. Denu, *Pioneer,* Bemidji; secretary, A. G. Rutledge, Minneapolis (elected for the fourteenth consecutive time). The executive committee is composed of J. C. Morrison of the Morris *Tribune,* E. R. Peterson of the Pelican Rapids *Press,* and Rudolph Lee of the Long Jrairie *Leader.*

E. H. Denu of Bemidji read a most interesting paper on "Advertising, Today and Tomorrow" which was followed by a profitable discussion of the subject.

Other addresses were "Making a Survey of Your Community" by Herman Roe of Marshfield.

"Is an Advertising Service Worth What It Costs?" by A. L. La Freniere.

A general discussion on "What Is Advertising; How to Get It and How to Retain It," was the first number on the Friday afternoon program, the discussion being led by Jack Gaspard of the St. Cloud *Journal-Press.* R. S. Wilcox of the Brainerd *Tribune* and E. M. La Fond of the Little Falls *Transcript.* Senator George M. Peterson, secretary of the Retail Grocers' and General Merchants' association of Minnesota, discussed the subject from the merchants' standpoint, while several of the advertising men of the railroads of the state were present and participated in the analysis of the subject.

"The Business End of a Country Newspaper" was the topic assigned to W. E. Verity of the Wadena *Pioneer-Journal,* who gave some interesting facts on the conduct of the business end of a well-regulated country newspaper. A discussion of his paper was led by W. E. McKensie of Crookston and P. J. Vasaly of Little Falls.

"The Newspaper as a Morale Builder" was the title of an interesting paper by Ludwig I. Roe of Montevideo.

A banquet and "smoker" Friday evening proved immensely enjoyable.

Saturday morning, James C. Morrison of the Morris *Tribune* read a paper on "Should Subscription Prices be Reduced?" which precipitated a lively discussion.

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Oklahoma Convention in May

Time for the annual spring meeting of the Oklahoma Press association in Ponca City has been set as May 12 and 13, according to Secretary E. S. Bronson of El Reno. These dates were chosen by the executive committee following Mr. Bronson's receiving the information from Dean Walter Williams of the Missouri school of journalism that this time would not conflict with the journalism week to be held at Missouri.

Dean Williams who is to be the principal speaker and the guest of the Oklahoma Press association at its May meeting, has just returned from the Orient after spending nearly four months.

Dean Williams left September 29 to attend the Press congress of the world in Honolulu. After the conference he went with a party of newspaper people to Japan. In Tokio, he addressed both the Imperial university and Keio university on journalism as a profession.

Other places visited were Seoul in Koera, and from there a short trip was made to Mukden by way of Manchuria, and then to Peking Press club, and lectured at the University of Peking. He met several graduates of the Missouri school of journalism who are engaged in newspaper work in Peking.

Another university visited was St. John's university at Shanghai, where the dean delivered a lecture to the students and addressed the Shanghai chamber of commerce. The party sailed from Shanghai December 30, and landed in San Francisco January 15.

Indiana Editors Hear Coolidge

One Thousand editors and guests heard Vice-President Coolidge at a banquet in the Claypool hotel January 26. This was the crowning event of one of the most successful conventions ever held by the association. One of the features was a display of newspaper equipment which included typesetting machines, presses, paper, a service exhibit by the Western Newspaper Union and the front pages of the papers published by association members. The latter included salient facts as to each newspaper's circulation, editors, managers, advertising rates and other information.

On Thursday morning at 10 o'clock the business session was opened with an address by Ed J. Hancock, president, followed by reports of Jesse W. Pierce of the Clinton Clintonian, secretary, and George D. Lindsey of the Marion Chronicle, treasurer.

In the afternoon J. Frank McDermond, Jr., publisher of the Attica *Ledger-Tribune,* gave an illuminating talk on "Subscription Rates." Other interesting speakers were J. M. Schmid of the Indianapolis *News,* with "Building Circulation" and Will O. Feudner, Rushville *Republican,* on "Advertising in 1922."

The morning session on Friday also was consumed in speeches bearing strictly on the problems confronting the newspaper man, which were instructive as well as entertaining and some of the speakers were: George H. James of the Brazil *Times,* on "Developing Local Advertising;" Charles Neff, editor of the Anderson *Herald,* on "Advertising Agencies and Foreign Representatives;" A. A. Bibler, editor of the Crown Point *Register,* on "Job Printing in Connection With a Newspaper." In the same afternoon, Mrs. Florence Webster Long, representing the woman's side, spoke interestingly of "The Woman's Page, and Thomas Adams, editor of the Vincennes *Commercial,* on "The Editorial Page." But, perhaps, the address of John Edwards, solicitor general of the post office department, was attended with more than usual interest, being of an eminently practical nature, the title of which was "Government Affidavit of Sworn Circulation Statements."

In a closing session, Jesse W. Pierce of the Clinton *Clintonian* was elected president; George D. Lindsey of the Marion *Chronicle,* vice-president; Will O. Feudner of the Rushville Republican, secretary, and George D. Elliott of the New Castle *Courier,* treasurer. Ed. J. Hancock, retiring president, who had the unusual distinction of serving two terms, refused to accept a further tenure of office.

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Pennsylvania Local Elects

At Lancaster, Pa., January 16 the Lancaster County Publishers' association elected the following:—President, W. O. Cake; vice-president, George H. Ranck; secretary-treasurer, Howard Reynolds; other members of the executive committee, Ralph E. Buch, John G. Homsher and John G. Zook.

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Florida Dailies Meet in Tampa

The Florida Associated Dailies met at Tampa February 8. The legislative committee made an important report. Among the subjects discussed were: "The Editorial Page," Harry L. Brown, Lakeland *Telegram;* "The American Plan," Col. W. F. Stoval, Tampa *Tribune;* "How to Sell Big Ads," C. C. Carr, St. Petersburg *Times.*

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Ozark Press at Carthage

The Ozark Press association met at Carthage, Mo., February 24 and 25. The attendance was large and the program replete with interest.

The railroads co-operated in making the convention a success by extending special fare concessions.

Buckeye Press Has Big Program

The meeting of the Buckeye Press association at Columbus February 23 and 24 was of greatest practical value. It included the following:—

President's annual address, A. D. Robinson, Ravenna *Republican.*

"Turning a Wheel at 3 Cents a Turn," A. E. Huls, Logan *Republican.*

"Three Weeks," Harry B. McConnell, Cadiz *Republican.*

"The Printers' Price List," Alvin S. Dunbar, manager Columbus *Typothetae.*

Address, Walter L. Remley, supervisor of public printing of Ohio.

"Anniversary Editions," L. E. Brown, St. Paris *Dispatch;* shop talks, job printing department.

"Observations" by J. W. McCarthy of the Western Newspaper Union.

"A Local Sport Page for Country Papers," John Dietrich, Ravenna *Republican.*

"The Organization, Purpose and Running of the Sunday School, a Newspaper Feature," J. O. Lehman, Plain City *Advocate.*

Greetings from the Ohio Associated Dailies, President G. W. C. Perry, Chillicothe.

Memorials, W. J. Mortal, Country *Printer,* Somerset.

"Ideas and Experiences Tried Out," free discussion.

"Needs in the School," Miss Olga Anna Jones, Columbus *Citizen.*

"Preparation of Advertising Copy for Country Papers," Prof J. Anderson Fitzgerald, department of journalism, Ohio State university.

"News Hunches," discussion.

Ben McKinney, Marietta *Times,* spoke on "Newspaper Legislation and Court Decisions".

I. N. Heminger, Findlay *Republican,* talked on "A Farm News Page."

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Great Meeting of South Dakotans

One of the largest meetings ever held by the South Dakota association was brought to a conclusion at Sioux Falls, February 17, with the election of the following officers:

President, E. S. Danforth, Vermillion; vice-president, Dean G. Trippler, Canova; secretary, J. F. Halladay, Iroquois; executive committee, L. V. Doty, Doland; W. C. Lusk, Yankton and E. B. Yule, Alexandria.

The committee on resolutions consisted of H. A. Sturges of Beresford, chairman, and B. E. Lloyd of Arlington; H. H. Heath, Artesian; W. W. Sanders, Garretson, and J. H. McKeever, Aberdeen.

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N. E. Nebraskans Dine at Norfolk

About thirty live-wire newspaper publishers gathered at Norfolk January 27 and 28 for the semi-annual meeting of the Northeast Nebraska Editorial association. Besides dining sumptuously as guests of the Greater Norfolk association, the editors enjoyed several hours of beneficial shop talk. Officers elected for the ensuing years are: President, Mrs. Marie Weekes, Norfolk; vice-president, F. H. Price, Newman Grove; secretary-treasurer, J. P. O'Furey, Hartington; executive committee, Charles Kuhle, Leigh, and H. E. Hartson, Verdigre.

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Governor at New Hampshire Meet

Governor Albert O. Brown met with the members of the New Hampshire Weekly Publishers' association at their convention in Boston January 20. The governor talked upon subjects of importance to the residents of the entire state. The meeting was made both profitable and enjoyable by reason of the varied character of the program.

Kansas Newspaper Awards

Announcement of results in the annual Farm and Home week newspaper contest was made Thursday, February 9, Newspaper day, at Manhattan, Kansas. The winners in the various classes were as follows:

DAILY PAPERS.

For handling community news, first El Dorado *Times;* second, Great Bend *Tribune;* third, Pratt Daily *Tribune.*

For handling agricultural news, first Great Bend *Tribune;* second, El Dorado *Times;* third, Pratt Daily *Tribune.*

For front page makeup, first El Dorado *Times;* Second, Dodge City Daily *Globe;* third, Great Bend *Tribune.*

WEEKLY PAPERS.

For handling community news, first, Anthony *Bulletin;* second, Anthony *Republican;* third, Minneapolis *Better Way.*

For handling agricultural news, first, Larned *Chronoscope;* second, Anthony *Bulletin;* third, Garnett *Review.*

For front page makeup, first, Anthony *Republican;* second, Minneapolis *Messenger;* third, Nolton *Recorder.*

For the best advance Farm and Home week story, open to dailies and weeklies, Osage City Free *Press.*

The judges of the contest were John T. Frederick, editor of *The Midland,* Iowa City, Iowa; Dr. H. J. Waters, editor of the Weekly Kansas City *Star;* and Floyd B. Nichols, managing editor of the Capper Farm *Press.*

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Northern New Yorkers Talk Shop

At the ninth annual meeting of the Northern New York Press association, shop talks were featured. The meeting was held at Watertown February 17 and 18.

The following was the program:

Reports of committees and secretary-treasurer.

Question Box.

Questions submitted for discussion:

"How Can Advertising Be Developed?"

"What Kind of Headlines Are Best?"

"Should Local Merchants Be Educated to the Use of Co-operative Advertising and Co-perative Merchandising?"

"How Can the Publisher Help to Make His Home Town a Greater Trading Center?"

"How Can the Publisher Better Co-operate with Retailers and National Advertisers?"

"Are Printers' Price Lists Better Than Estimates from Costs in Your Own Plant?"

"What Are the Qualifications of an Advertising Agent?"

Editing and Make-up.

"Can the Weekly Newspaper Build and Hold Circulation on Local News Alone?" H. Roy Allen, pubilsher Cape Vincent Eagle.

"The Apprentice System," Addison B. Parker, general manager the Watertown Standard.

"Teaching Journalism," George C. Wilson, head of the department of journalism, Syracuse University.

"Developing Advertising," Clarence M. Kendall, advertising manager Watertown Times.

"Gleanings from the Community Newspaper Publishers Meeting of Farmers' Week at Ithaca," Fay Parsons, publisher Cortland Democrat.

An instructive address by M. C. Warwick, secretary Syracuse Typothetae.

Suggestions for carrying on the work of the association.

*

New Jerseyans Hear Good Talks

At the midwinter session of the New Jersey Press association in the Stacy-Trent hotel at Trenton, February 6, a number of good talks were heard. Following the business meeting, the newspaper men had as their luncheon guests members of the New Jersey Legislature.

James O'Shaughnessy of New York, executive secretary of the American Association of Advertising Agencies, explained the relationship of such agencies with the newspapers.

E. L. Snowden of Bridgeton discussed advertising rates for dailies and weeklies, stressing the cost system as a matter of equalization.

Edmund H. Carpenter of Gloucester spoke on the topic, "Should Subscription Rates Be Reduced?" and declared that they should not, in which he had plenty of support.

Associated Ohio Dailies

The Associated Ohio Dailies held the 37th annual meeting of the organization at Columbus the first of February.

One of the principal speakers was Wil V. Tufford secretary-treasurer Inland Daily Press association. Another speaker of equal prominence was Frank H. Burgess of the *Tribune* and *Leader Press,* La Crosse, Wis., recently elected president of the Inland Daily Press association.

The following were chosen as the officers for the ensuing year:

President, G. W. C. Perry, Scroto *Gazette,* Chillicothe, (re-elected for the eleventh time); first vice-president, Fred W. Bush, Athens *Messenger;* second vice president, Egbert H. Mack, Sandusky *Register;* secretary, Louis H. Brush, Salem *News;* treasurer, Alfred Haswell, Bowling Green *Sentinel-Tribune.*

*

N. E. Missouri Editors' New Feature

The Northeast Missouri Press Association's meeting at Hannibal, January 13 was featured by talks on "Co-operation Between Newspapers and Merchants," by Charles Green, Brookfield *Argus;* "Keeping Advertising Morally Fit," Alfonso Johnson, Columbia *Missourian;* and "The Business End of Printing," Charles Weisenborn, Macon *Chronicle-Herald.* The members were guests of the Hannibal Chamber of Commerce at a banquet. Officers elected were: T. G. Thompson, Shelbyville *Herald,* president; E. E. Swain, Kirksville *Express,* vice-president; Miss Anna E. Nolen, Monroe City *News,* secretary-treasurer. The summer meeting will be held at Moberly, June 9. Resolutions were passed for rigidly maintaining rates, elimination of questionable advertising, encouragement of accurate statements by advertisers, and consideration of printing in full accounts of all matters in which the public is vitally concerned.

*

Short Course at Cornell

A newspapermen's "short course" was held at Cornell university, Ithaca, N. Y., February 13 and 14. Among the principal speakers was Prof. W. P. Kirkwood of the Minnesota State university.

The time-table program was as follows:—Monday, the 13th, 9 a. m., "What Makes a Good Newspaper?" followed by "How to Present Country Correspondence," "Selling Circulation." At 2 p. m., "Building Circulation," "Ethical Standards for Newspapers," "Agricultural Publicity," "What About Farm News?" At 6 the newspaper dinner, with journalism students.

On Tuesday, the 14th, beginning at 9 a. m., "Community Service by the Press," "How to Develop Advertising," "Some Points on Newspaper Typography," "Do Editorials Pay?"

*

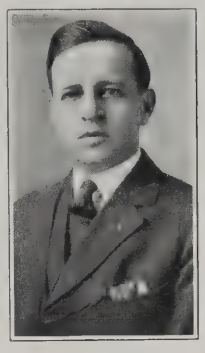
Preserves History of Locality

No paper in Wisconsin, if our fallible memory serves us correctly, has done more to preserve the history of its locality than the Port Washington *Star.* Harry Bolens and his energetic brother, A. D., are chock-full of Ozaukee county history and they delight in serving it to their many readers.

But they long ago enlisted a contributor who so far outshadows them that they are not in the running. This is Dr. B. J. Cigrand, Batavia, Ill., a former resident. Some idea of the magnitude of the good doctor's work can be gained when we tell you that the twenty-fifth chapter of In Days of Old in Ozaukee was published in the last number of *The Star.* Before that he wrote 119 chapters of Parental Stories of Pioneer Times and 93 chapters of Living Former Ozaukeeans.

Berry Appointed Director

EDWARD D. BERRY, well-known in the United States and Canada as an advertising man, editor, special writer and typographer, has been appointed director of advertising for the United Typothetæ of America, with offices in Chicago.



Edw. D. Berry

Mr. Berry's first experience was in newspaper work, but he was for years a printing house executive in Chicago and surrounding territory, operating a plant of his own for a number of years.

Twelve years ago he became advertising manager for Ford & Johnson company wholesale furniture, and since then has spent most of his time in advertising and editorial work.

Mr. Berry was with the Lanston Monotype Machine company for three years as director of publicity and traveling as representative of the president. While there he took over the editorship of *"Monotype,"* which was awarded a special prize for consumers' house organs at the Direct Mail convention at Springfield last year.

For the past eight months Mr. Berry has been managing editor of the Fourth *Estate,* New York. He was on the committee on arrangements at the presentation of an editorial chair to President Harding by the editors of the country last July.

Among his other activities, he has made some investigations into the psychology of reading, from the advertising and printing standpoints, the results of which have been commended as both new and valuable by psychologists, advertising men and leading printers.

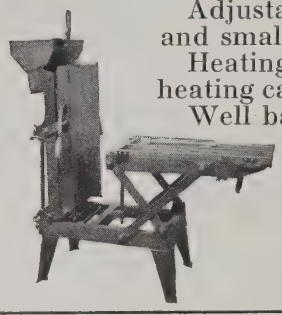
The subject of this sketch was one of the organizers and the first president of the Printers Supply Salesmen's guild of Philadelphia, having just completed his term of office. Also he was one of the organizers and the first elected secretary of the Chicago Club of Printing House Craftsmen.

*

Who Cut the Price?

The answer really would be amusing were it not so serious a matter. Always it is the other fellow, regardless of who is doing the talking. Take up the question of costs with Smith and he will tell you that Jones is the chap who is raising the dickens with prices. "If you could only get Jones to put in a cost system" he says, "conditions in this neighborhood would be all right. His trouble is he doesn't know the cost of his product." The fact that Smith himself has no cost system, and is guessing—sometimes high, sometimes low—destroys the value of his argument. Then, let the cost man go to Jones on the same mission and he will make a vigorous howl about his neighbor, Smith. Can you beat it? This is just another case of the bootlegger calling the pickpocket a thief. Say what you please about it, there is only one way to know what your product is worth—the cost system. Much as it is to be deplored, sometimes a printer will knowingly take a job at cost or below, but the man who is really doing the damage is the fellow who doesn't know his costs and will make no effort to find out through scientific methods. There is no excuse for this, because the Typothetæ not only has a thoroughly trained man to install the standard system for you without cost, but is conducting a cost-finding class which has for its object the training of competent cost clerks to take charge of that system. Will you not take advantage of this? It will mean a big boost for the industry—and you. JNO. C. HILL.

Complete One Piece Stereotyping Outfit



Adjustable instantly to meet every requirement of both large and small offices.

Heating system includes burners for melting pot and for pre-heating casting box and matrix drying.

Well balanced and easily operated.

Made in three sizes, 4 col., 5 col., and 8 columns.

Write for descriptive circular

C. E. CALLENDER & CO.

MANUFACTURERS

7616 No. ASHLAND AVE. CHICAGO, ILL.

Classified

Here is a market-place for everyone—a convenient, economical, result-bringing medium—that will sell equipment for you, secure help, aid you to a new position, if you are seeking one; being buyer and seller together.

The rate is 25c per line, each insertion. Copy must be in the 20th of the month preceding issue, to insure insertion. Address all communications to National Printer-Journalist, Montgomery Bldg., Milwaukee, Wis.

I will take your place this summer if you want a vacation. Thoroughly competent with experience in business and editorial end of small city daily and weekly. I want a job from July to September in middle west. Address N care of Printer-Journalist. Journalist.

MATRICE REPAIRING

DONT THROW AWAY YOUR MATRICES. WE REbuild smashed toes, repair combination teeth, thoroughly test and clean them at third to half cost of new matrices. Frank Montgomery, Lyons, N. Y.

AMBITIOUS MEN IN PRINTING TRADE can now easily become "Swifts" in Linotyping and Intertyping right at home in their spare time by a wonderful new home-study method. Famous Thaler Keyboard used to develop speed. For further information mail post card or letter to THE THALER SYSTEM, 283 Loan and Trust Building, Washington, D. C.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.,

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

MACHINERY

FOR SALE.—Goss Clipper newspaper press, 8pp., with stereo. equipment, $2,000; Duplex flat-bed newspaper press, 8pp., $3,000; Goss Semi-Rotary flat-bed press, 10pp., $4,000; Potter newspaper rotary press, 16pp., with stereo. equipment, $4,500. Baker Sales Company, 200 Fifth Ave., New York City.

NEWSPAPERS WANTED

Daily wanted. We can make $100,000 payment. National Newspaper Bureau, Mendota, Ill.

Want weekly newspaper with modern plant; consistent producer, conservatively valued, serving prosperous, growing community. Mild climate. Reason for selling must be good. Prepared to act promptly. Replies considered confidential. Harry A Guiremand, 2789 Valentine Ave., New York City.

NEWSPAPERS FOR SALE

$500,000 daily for sale for first time. Desire immediate sale. Has big future. National Newspaper Paper Bureau, Mendota, Ill.

QUICK ON

Megill's Patent

SPRING TONGUE GAUGE PINS

Megill's Automatic Register Gauge

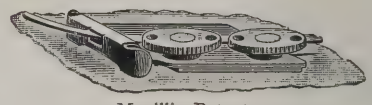
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. & Mfr.

60 Duane Street, New York

From Us or Your Dealer. FREE BOOKLETS

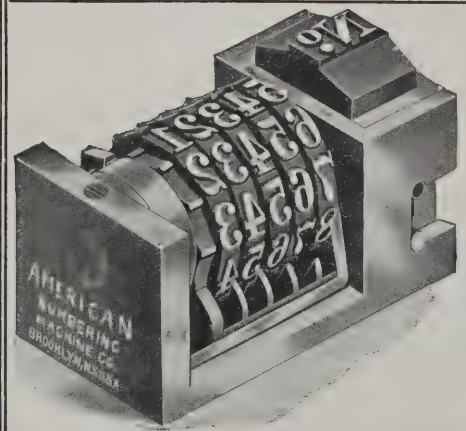
VISE GRIP



Megill's Patent

DOUBLE GRIP GAUGES

PRICE REDUCTION



	Former Prices	Present Prices
Standard Model 30 5 Wheels	$20.00	$16.00
Standard Model 31 6 Wheels	22.00	18.00

No change in construction. Same Machines throughout that sold for much higher prices.

Your chance to buy the World's Standard Numbering Machines at greatly reduced prices.

All Dealers Sell Them

American Numbering Machine Co.

220-230 Shephard Ave., BROOKLYN, N, Y,

Branch 123 W. Madison St., CHICAGO, ILL.

The Only Typographic Numbering Machine with Cold Rolled Steel Case

COVERS
FOLDERS
LETTERHEADS
POSTERS
HANGERS

HALFTONES
ZINC ETCHINGS
COLOR PLATES
EMBOSSING PLATES
ELECTROTYPES

OF SINCERITY

The world ever needs and seeks sincerity.

It is the fibre and fabric of all success.

It is both cornerstone and keystone of any business which shall last.

It promotes clarity, confidence, co-operation and commercial growth.

Sincerity is building prestige for this plant.

It is represented in the quality of art and craftsmanship which we offer; in the alert care and studied skill which we devote to every job from the most simple zinc to complicated color plates and delicate halftones.

Our work covers the entire field of engraving under the supervision of men who understand and who work with sincerity.

May we include you among our many satisfied patrons?

PREMIER ENGRAVING CO.

DESIGNERS ENGRAVERS

MILWAUKEE 1105 VLIET STREET WISCONSIN

MODEL 14 LINOTYPE may be equipped with either one, two, or three magazines with auxiliary

The Machine that Lasts

Into every Linotype is built the enduring quality that makes it outlive almost any other piece of printing machinery. It is no unusual thing to find Linotypes which have given twenty-five or more years of hard, continuous service and are still in daily use.

MORE THAN 43,000 IN USE

TRADE LINOTYPE MARK

THE MACHINE THAT LASTS

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO
646 Sacramento Street

CHICAGO
1100 South Wabash Avenue

NEW ORLEANS
549 Baronne Street

CANADIAN LINOTYPE LIMITED, 119 Adelaide Street, West, TORONTO

322. 2-A

This advertisement is composed entirely of LINOTYPE *material*

NATIONAL PRINTER JOURNALIST

APRIL, 1922

Vol. 40, No. 4

THIRTY-NINTH YEAR

Published by
Trade Press Publishing Co.
Milwaukee, Wis.

Subscription Price
United States and Canada $2.00
Single Copies 20c

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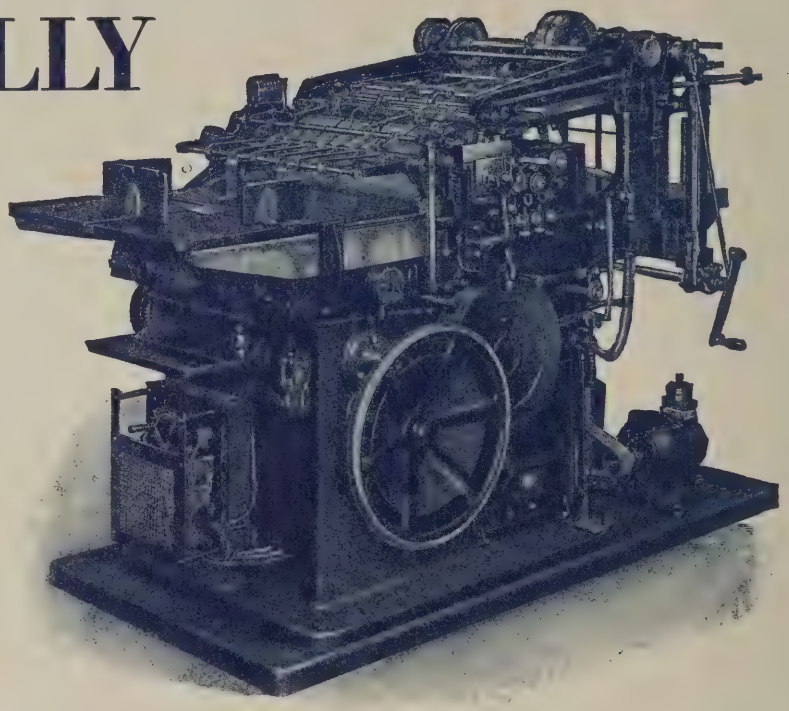
A Monthly Magazine for Printers
and Publishers

The KELLY

AUTOMATIC JOB PRESS HALF SUPER-ROYAL: SPEED 3600 AN HOUR EASILY. THE ONLY ABSOLUTELY AUTOMATIC FLAT-BED PRINTING PRESS. QUALITY OF PRODUCT UNEXCELLED. EASY TO OPERATE. THE GREATEST MONEY-MAKER OF THEM ALL. IT WILL MAKE MONEY FOR YOU.



The Kelly Automatic Job Press—The Little Kelly—a Half Super-Royal, plus
This Press is also sold with an Extension Delivery

A Platen Press Printer who can afford to buy an additional platen press is also in a position to buy a Little Kelly. Comparing cost with production the Little Kelly Automatic Job Press is the lowest priced of all printing presses.

Any man competent to run a platen press can run the Little Kelly successfully. After a few days' instruction, which we give when installing a Little Kelly, he will prefer to run the Little Kelly, because the work is easier, though the product is more than doubled, and larger work may be done than on any other job press.

A Platen Press Printer's wisest step upward is to buy a Little Kelly rather than a mechanically fed platen (which doesn't alter his status) or a big, slow cylinder. A. F. Duffenbach, South Bend, Indiana, who has two Little Kellys, writes to us thus:

"I wouldn't trade my two Little Kelly Presses for the two best cylinder presses made."

Mr. Duffenbach says this because he finds it more profitable to split the occasional big job and run it on his high-speed Kellys than to put a big form on a slow-moving cylinder. Mr. Duffenbach's Kellys are profitable. He has ordered a third.

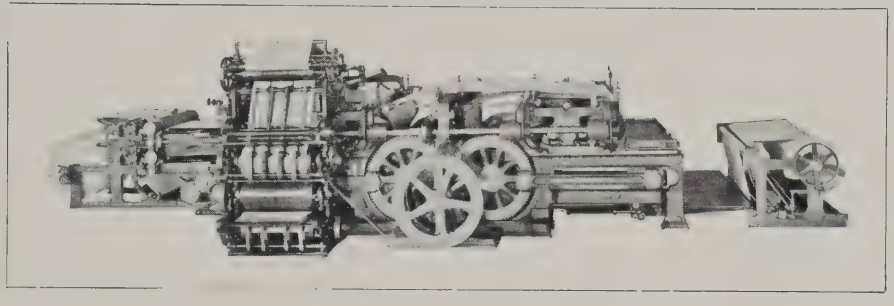
Ask our nearest Selling House or agent to show you samples of work done on Little Kellys. Be governed in your decision by the evidence of your own eyes.

FOR FULL PARTICULARS APPLY TO NEAREST SELLING HOUSE OF THE

AMERICAN TYPE FOUNDERS COMPANY the Developer and Manufacturer of the Kelly Press; and also to BARNHART BROS. & SPINDLER, Washington (D. C.), Dallas, Omaha and Seattle; DODSON PRINTERS SUPPLY COMPANY, Atlanta; and TORONTO TYPE FOUNDRY COMPANY, for Canada east of Port Arthur. In Canada west of Port Arthur, AMERICAN TYPE FOUNDERS COMPANY, Winnipeg.

SET IN MEMBERS OF THE BODONI FAMILY

Johnsonized



Goss Semi-Rotary Flat Bed Webb Perfecting Press. No. 1½ C equipment, capacity 4000, four, six, eight, ten, twelve or fourteen page papers per hour, delivered folded to either half or quarter page size.

This press prints four regular type forms, uses roll paper, ideal machine for dailies and large weeklies.

This Johnsonized Goss has been used only a few years and is guaranteed to be in first class mechanical condition and to do as good work as it ever did in the hands of competent workmen; yet the price we ask for this press is a decided saving from that on a new one. We will erect it in your office.

C. I. JOHNSON MANUFACTURING CO.
SAINT PAUL - MINNESOTA

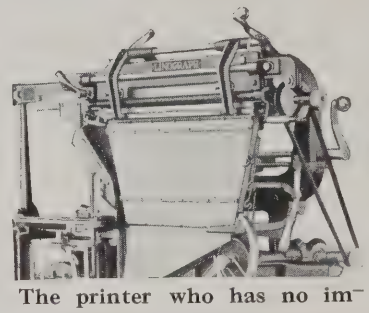
Send for the complete list of Johnsonized Printing Machinery
The Economical Machinery for Printers

SET IN HANSEN TYPE

THE LINOGRAPH—MODEL 3

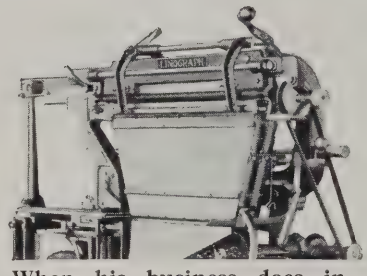
A Typesetting Machine That Will Grow With Your Business

With One Magazine



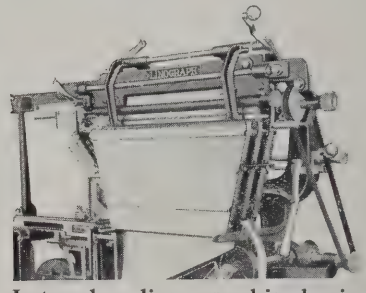
The printer who has no immediate need for a large and extensive typesetting equipment, yet who expects his business to expand, will never regret buying a LINOGRAPH Model 3, with one magazine; BECAUSE

With Two Magazines



When his business does increase and warrants a larger equipment he need not replace his machine. Just order another magazine with another set of matrices—set it on the machine, hook it into place and he has a two-magazine machine.

With Three Magazines



Later he discovers his business has expanded and grown so much that a third magazine and set of matrices are necessary. He secures them, places them on the machine, drops down the hooks, and he has a perfectly functioning multiple-magazine typesetting machine.

All is accomplished without the slightest addition or change in the construction of the machine. The model 3 LINOGRAPH can be changed from a one-magazine machine into a two or three-magazine machine in just the time required to place the magazines—and that is but a few seconds.

More than Three Magazines

It is entirely practical to have as many magazines and sets of matrices as your business requires. Merely arrange them in a rack or cabinet within the operator's reach and any or all the magazines may be changed in a few moments. If there is more than one Model 3 in your plant the magazines may be used on either or any of them, for these magazines are absolutely interchangeable.

Write today for detailed information about this really wonderful typesetting machine

The Linograph Company

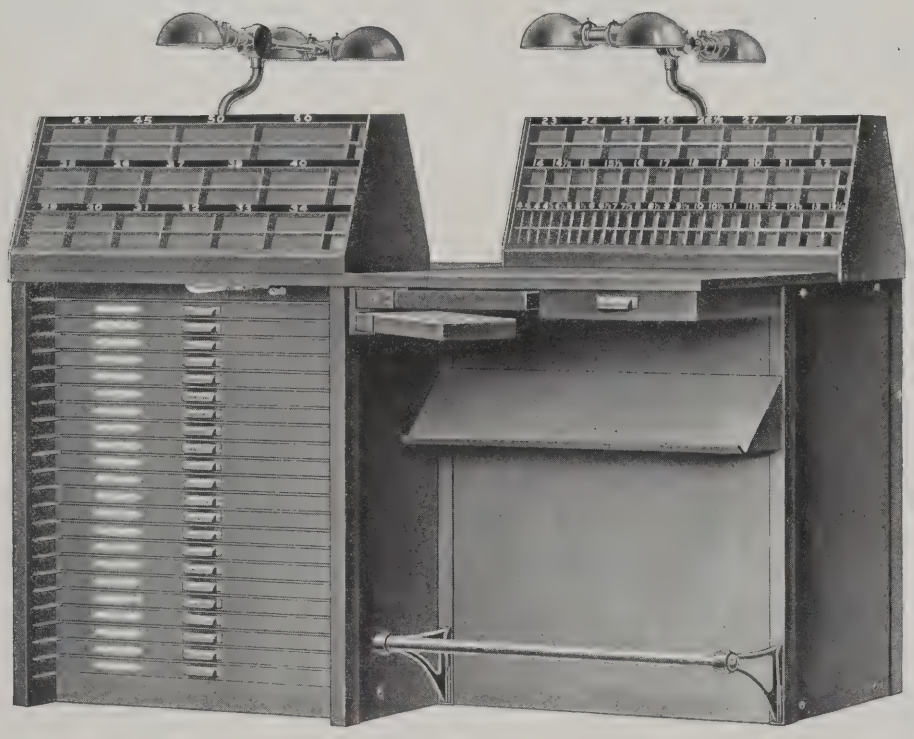
Davenport, Iowa. U. S. A.

EUROPEAN REPRESENTATIVE
ETABLISSEMENTS PIERRE VERBEKE
BRUSSELS, BELGIUM

AUSTRALASIA, SOUTH AMERICA
PARSONS & WHITTEMORE
299 BROADWAY, NEW YORK CITY

THE LINOGRAPH WAY IS THE EASIEST WAY

Hamilton Newspaper Cabinet



Steel—No. 471-B

The best Cabinet ever designed for use in the ad. room of the modern newspaper office. Used and endorsed by leading newspapers everywhere. Push-button controls lights over cases; overhead lights operated by switch control. All sockets are for standard electric bulbs. Made in one and two tier sizes; also in both wood and steel.

DETAILS:

Contains 42 full-size California Job and two Blank Cases in two tiers.
Two Pyramid Banks for leads and slugs.
Copy Drawers and Galley Dumps.
Swinging Trays for Quarter Cases.
Blued-Steel Foot Rails.
Lights over cases and overhead.
Emeraldite Shades when specified.
Floor space required, 36x70 inches.
Height to working surface, 41 inches.
Height to top of Pyramid Bank, 55 inches.
Finish: Olive Green Enamel, baked on.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

Pioneers

Men with vision and courage to follow their ideals. Thus we visualize the pioneers of business and the world of art.

Artists who combine business vision with artistic skill, to illustrate your message, and Engravers who make possible the universal appeal of the Artists' creations are at your service.

The Artcraft Engraving Co.
6th floor Enterprise Bldg.
Milwaukee, - - Wisconsin

The Type You Have Been Waiting For—

Cooper Black

A bold Roman that is a Real Type—a strong and dominating design of noble character—a letter that lifts advertising above the mass and makes its message known with the compelling force of powerful expression [Designed by OSWALD COOPER to augment the COOPER SERIES recently cut by us]

IS READY NOW IN FOURTEEN SIZES

120 · 96 · 72 · 60 · 48

6 · 8 · 10 · 12 · 14 · 18 · 24 · 30 · 36

Write for Advance Specimen

Barnhart Brothers & Spindler
ORIGINATORS OF TYPES THAT TALK
Chicago Washington Kansas City Dallas Saint Louis Omaha Saint Paul Seattle

THE SIGN LANGUAGE

In the vast North American Continent, the far flung Indian tribes used the signs and symbols of a visual language. Though their hunting grounds be removed to the farthest north south, east or west, these symbols were alike intelligible.

In this same vast country today there are signs and symbols that are universally known to stand for quality and service. The imprint of the Barnes-Crosby Company enjoys this distinction, wherever faithful and beautiful reproductions are appreciated.

In our shops the most complex and diversified copy receives that expert care which insures a reproduction rivaling the original in beauty and craftsmanship.

BARNES-CROSBY COMPANY

E. W. HOUSER PRESIDENT

ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS

226 W. MADISON ST. CHICAGO
1103 LOCUST ST. ST. LOUIS

BEST BRUSH FOR HALFTONE AND TYPE FORMS

AMERICAN PLATE BRUSH

MADE OF FINESPUN BRASS WIRE. FOR USE WITH BENZINE

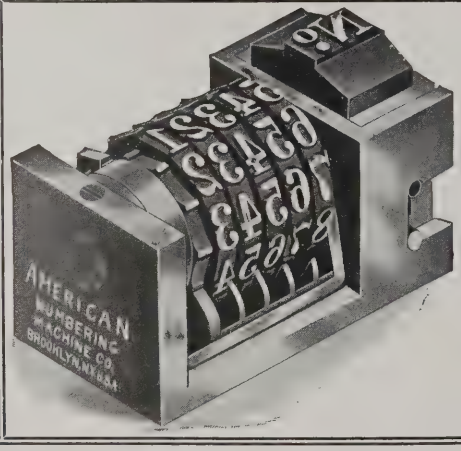
Note the rim of bristle. Outside brass bristles do not bend and fray as in brushes without this protection.

No. 1, size 2⅜x4⅛ inches No. 2, size 2⅞x6⅜ inches

MADE ESPECIALLY for cleaning halftones, this brush can be used on the finest shaded or small size type without damage to the fine hair lines. It is a good all-around benzine brush for general use and will be found cheaper in the long run than the best quality of bristle benzine brushes.

IN STOCK AT ALL SELLING HOUSES

American Type Founders Company



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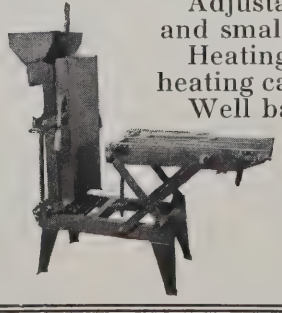
Complete One Piece Stereotyping Outfit



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Well balanced and easily operated.

Made in three sizes, 4 col., 5 col., and 8 columns.

Write for descriptive circular

C. E. CALLENDER & CO.

MANUFACTURERS

7616 No. ASHLAND AVE. CHICAGO, ILL.

Actual Cost Depends on the Rate of Production

The normal hour cost, after it is arrived at, is a necessary basis of figuring, but the production during that hour determines the actual cost per unit of production.

The wide variety of printing makes necessary average production schedules made from actual records of each kind of work from a large number of plants. Few plants do enough of all kinds of work to determine the average production on each. The Standard Guide is the average of the thousands of Typothetae shops.

Price list quotations that are not founded on actual production records can not be accurate.

The Standard Guide has been proved to have a remarkable degree of accuracy in the amount of any kind of work produced in an hour.

In one instance, seven different plants produced forty-five jobs, which were priced in the Standard Guide at $1,000.00. The normal profit added to actual cost gave a total selling price of $1,008—a difference of only $8.

With an estimate of time taken from those average records, and your known hour cost, the actual cost of printing can be determined almost exactly—then the printer can make his own selling price.

Any printer can buy a copy—all need it!

The Guide Is an Indicator of Plant Efficiency

If your own records do not show an average production approximating that shown in the Standard Guide, it is an indication that your plant is less efficient than the average plant, and points the necessity of its remedy before you can sell your product on a competitive basis.

There is no other possible source from which you can secure this real basis for determining costs, except the Standard Guide.

A copy will be SOLD to you—not leased—at the nominal price of..... $20

Revision Service, which keeps the Standard Guide ALWAYS up to date, will be furnished at $10 per year additional—$30 in all the first year, and each year thereafter, only..... $10

In ordering, or for further information, address

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¶THE PRINTING ART in the March issue begins a series of articles entitled *The Advertising Art of Foreign Countries*, written by a well-known practical advertising man and artist — a man who *knows* foreign advertising.

¶The articles will be illustrated throughout, and no expense will be spared to make the series a practical reference work for advertising men, artists, export men, and manufacturers.

We believe this series to be the first of its kind ever published bringing an analysis and study of the advertising of the world's nations under a single head — a ready reference library invaluable to any man interested in advertising or commercial art.

There will be twelve, possibly more, articles in the series — each article carrying a wealth of information and valuable ideas. They will be interesting, *unusual*, and INVALUABLE.

Your name and address on the form herewith will start your subscription — MAIL IT *NOW*.

The department "Selling by the Printed World," edited by Mr. Robert Ruxton, appears in THE PRINTING ART every month, chock full of sound common sense — an advertising mint for those striving to *sell* by the Printed Word — *Printed Salesmanship*.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, beginning with the number starting the series "The Advertising Art of Foreign Countries." You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly *on the condition that if after receiving three issues, I am not perfectly satisfied, you are to refund the money without question, and I am to keep the three issues without obligation.*

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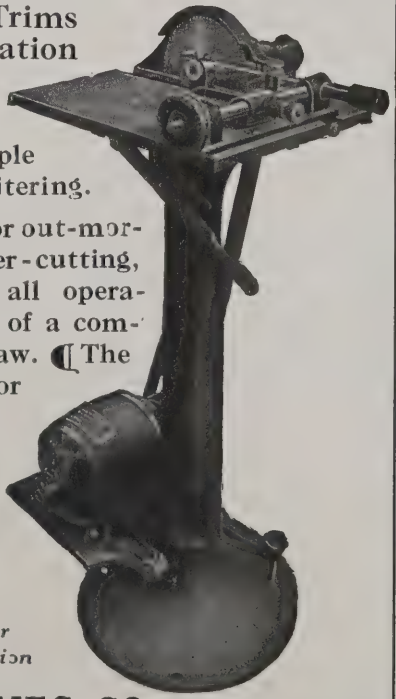
Can be used for out-mortising, under-cutting, mitering and all operations required of a composing room saw. ¶The table is level for all operations. Column cannot clog up.

Powerful work holder



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4th Reason

WHY the INTERTYPE *IS* "The *BETTER* Machine"

This is the fourth of a series of practical talks on Intertype construction. More will follow. Watch for them!

Speed

Some purchasers of composing machines, seeking *range* of production, overlook the importance of *fast* production.

Intertype designers have avoided sacrificing speed for versatility. All multiple-magazine Intertypes are as fast as any single-magazine machine.

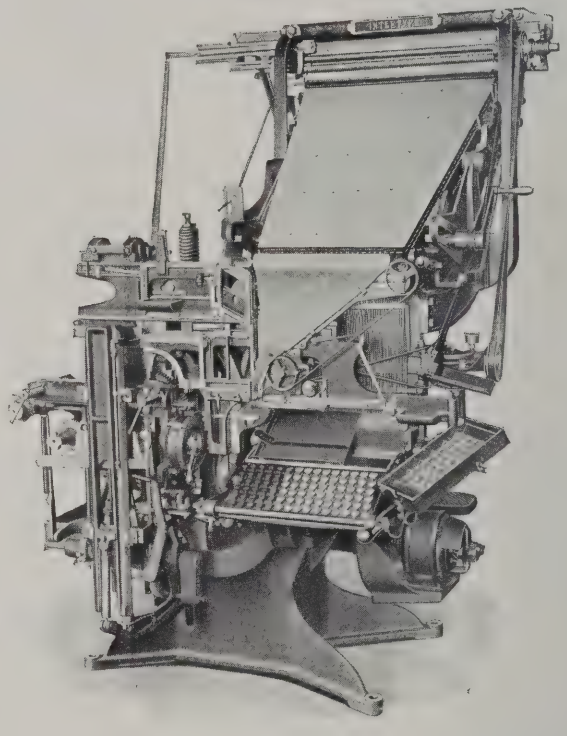
Swift operators prefer the Intertype keyboard because it has what they call a "light touch."

Also because it has a "quick response," which means that the matrices assemble rapidly in response to keyboard manipulation.

The reasons for the first feature are matters of correct mechanical design.

Two of the many reasons for quick response are the steep inclination of the of the Intertype magazine and matrix delivery belt.

Are you receiving our new series of monthly illustrated leaflets on "Intertype features." If not, Send for them.



The world's record for composing machine speed was established in the office of the Dallas, Texas, News-Journal, when F. L. Brunts, Intertype operator, set 89,000 corrected ems in 6 hours on a Model B two-magazine Intertype. This average of 14,833 ems per hour included 34,000 ems of nonpareil and 55,000 ems of agate.

INTERTYPE CORPORATION

General Offices, 8071 Terminal Building, BROOKLYN, N. Y.

550 RAND-MCNALLY BUILDING, CHICAGO
306 ARONSON BUILDING, SAN FRANCISCO
303 GLASLYN BUILDING, MEMPHIS
Canadian Agents, TORONTO TYPE FOUNDRY CO., LTD.
British Branch, Intertype Limited, 15 Britannia St., King's Cross, London, W. C. 1

National Printer-Journalist

Vol. 40. Milwaukee, Wisconsin, April 15, 1922. No. 4

Printing Press Song

ETHEL HOPE.

I sing a song of ages long;
Of study, toil and thought;
And of improvements numerous
That centuries have wrought;
I sing of Gutenberg and those
Who, since his distant days,
Have dared to try, as time went by,
Both new and novel ways.

I sing of type made movable;
I sing of things evolved
From crude hand-presses as a base;
I sing of problems solved—
The duplex and the cylinder
And great web presses show
How man, with his strong master-mind,
Can obstacles o'erthrow.

I sing of countless men who now
Are striving to achieve,
Through publications great and small,
The goals which they perceive
Somewhere within the future years—
I wonder if they think
How closely progress is allied
With their own type and ink.

For progress and the printed page
Have journeyed hand in hand
Through many years; in many climes
And many a distant land;
And for the wealth of published things
Which people now possess,
Great credit must be given to
The wondrous printing-press.

So one and all, both great and small,
Who toil that men may read,
Know that widespread intelligence
Is now part of your meed;
And with each task that's nobly done,
May gladness come to you
To make your work a joyous one
And cheer your hearts anew.

How to Sell Reluctant Customers

Permanently Profitable Patronage Depends More Upon Selling Satisfaction Than the Mere Getting of the Order "at a Price"

By FRANK H. WILLIAMS

THE easier it is for a printing salesman to make sales, the more value he is to his employer and the more the shop will profit. That is axiomatic But not all printing salesmen can make sales easily. Some salesmen find it difficult to handle certain classes of customers, while still other salesmen have practically no trouble at all with these same classes.

How, then, do the salesmen who find it easy to make sales with difficult customers, put the sales over?

Here is what a successful printing salesman has to say about making easy sales to hard customers:

"Of course I have difficulty with some classes of customers, but I have particular success in selling men who seem to feel that super-excellence in printing is a needless expense. You know the class of customers I mean—those individuals who try to skimp every corner in printing, who always say that a single color is better than a two-color job and the fellows who buy letter heads by the pound instead of by the value to them of the letter heads in their business.

"When I get up against a customer of this sort I always give him a talk like this:

"Every solitary bit of printed matter you send out is an advertisement for your concern. Every letter head, every bill head, every circular carries a definite message about your concern to the people receiving the matter. If your letter head carries a message—through its appearance—of optimistic enthusiasm, of squareness, stability and prosperity, then this particular bit of advertising will be a splendid thing for your firm. But if your letter head shows that you've pinched in buying it, or if your letter head looks dismal, flimsy, unlikable, then the party receiving such a letter head will inevitably get a bad impression of your concern which will most certainly act against you.

" 'Every bit of printed matter you send out,' I went on, 'is your house representative just as much as your salesmen on the road are your representatives. You take care in selecting your salesmen. You want men who look prosperous and who are enthusiastic and happy because you realize that such men are an asset to your concern. Why, then, don't you see to it that your other representatives—your printed matter—also carry the same sort of a good message? You're advertising all the time by the printed matter you send out, so—advertise RIGHT."

"This sort of a talk gets mighty satisfactory results. Not every business man realizes that his printed matter is as much a salesman for him as his men on the road and once the printer can get the man to realize this fact it becomes an easy task to make a good sale."

So much for this particular salesman's talk. Now here's what another salesman has to say about making easy sales to hard customers:

"Every printing salesman who goes out and meets the trade is, I suppose, familiar with the class of customer who is always on the verge of buying but who never really makes a purchase. You know the type of prospect I mean—the man who says 'Yes, I ought to get out some circulars and I'm going to do so but not just now. But when I do get them out I'll see that you get the job.' After going up against that sort of thing repeatedly for a number of months it got my goat. I made up my mind that I was going to sell the next man who sprung it.

A retail business man told me he knew he should get out some booklets but he wasn't going to do it right away—money was tight and he needed the money to pay his newspaper advertising bills.

" 'That's all very well, but aren't you making a mistake?'

" 'I mean this: You've told me that the last booklets you got out brought in the best returns ever. You've also told me that you're sure these new booklets you're talking about would do even better. But you're keeping on with the less productive advertising and passing up this good bet. Isn't that a mistake?'

" 'By Jove, you're right!' he exclaimed at last. And the sale was made right there.

"This incident helped me make the next sale to a prospect of this class and I've now sort of standardized my selling talk to this class of prospects so that I make sales in majority of cases. The main point of this sales talk is showing the customer in dollars and cents, based on his own statements, just why he is making a mistake in postponing the time for buying the printing he is talking about. Of course it takes nerve and decision to go after a customer this way and tell him how to run his own business, but reasonable business men are glad to be jolted once in a while.

Another printing salesman had this to say:

"The hardest customers I have to deal with are those who constantly want to shop around and who say that by getting out of the rut and patronizing other printers from time to time they will secure a freshness and variety in their printing which they can't get by patronizing only one printer and which will help business by reason of being different.

There's no doubt but what a firm can get variety in its printing by patronizing other printers from time to time. But here's the way I refute this argument:

" 'You've got the right slant on printing, all right, but in your search for variety you may find that variety has degenerated into freakishness. The next printer you patronize will, of course, want to make his printing as different from ours as possible. And it is possible that this difference may be so exaggerated that the printing will look odd and therefore fail to produce the business it should.

" 'But you don't need to go to another printer to get variety. We have as big a stock of type as any firm in the city. We follow new styles in our trade papers, we watch constantly for samples of new printing, we are alert to everything new that is worth while. But we never print anything that is freakish. We've changed and can change the styles of your printed matter from time to time and still keep the printing sane, logical, beautiful, effective and result-getting. We're familiar with what you want. You get your work from us smoothly and quickly without the fuss and turmoil of explaining things to another printer. And you can't get as good printing as we furnish you any cheaper at any other shop in this city. Do you want to establish the shopping-around proposition as a regular thing in business? Think what it would mean in your business if your customers shopped around just to get a little variety. Keep on with us—you'll fare much better in the long run if you do so.'

"Almost invariably this line of talk is successful and I retain the customer's trade."

Science Applied to Press Make-Ready

Development of High Art and Typography Make New Order of Craftsmanship and New Methods Essential if Full Value Reposes in Printed Product

By FRANCIS R. STEPHENSON

AMONG the most costly items of expense in every printing and publishing plant is that caused by press make-ready. In many instances the cost of making ready a difficult job eliminates the profit on that job which should have been earned by the printer. Anything, therefore, which tends to lessen this expense deserves the attention and study of printers and publishers in general. In this article the writer will attempt to present some facts on the scientific side of make-ready which should show how time, labor and money can be saved in the average press-room.

Many of the larger printers and publishers are now following scientific methods of press make-ready that are effecting great savings in their pressrooms, and to a large extent, these same economies can be adopted by the smaller printers and publishers. The cost of make-ready depends mainly upon the kinds of forms, or plates, which are given to the pressmen to make-ready. For instance, if you give a pressman a form containing new and old type mixed together, the pressman will naturally require considerable time in preparing the make-ready for that form.

Press make-ready is becoming more and more a scientific proposition. This fact is forcibly demonstrated by the working methods now being followed in the press-rooms of one of the largest publishing concerns in the world. In this plant are produced a number of well-known magazines, some of them having circulations of more than 2,000,000 copies. The sizes of these magazines have been standardized so that the curved electrotype plates for each publication can be made the same surface-size and height. More than 130 high-speed rotary presses are in operation in this establishment, and the electrotypes for any of the magazines referred to can be run on any of these rotary presses to the same advantage. The printing cylinders and the impression cylinders of the rotary presses are all so adjusted that practically the same number and thickness of make-ready sheets are needed for each press.

The curved electrotype plates for these magazines are made particularly for extra-long runs, and also for fine printing. The electrotype shells for these plates are extra thick; the copper shells are backed up with metal before the plates are curved, and what is still more important, the surface of each plate is made as level as possible before the plate is curved. This finishing process is done by experts who "pound up" the surface of the plates from the back with the aid of special tools. This process raises all low places in the surface of the plates to such an extent that make-ready becomes comparatively easy. After the surface of each plate has been leveled in this manner, the back of the metal is shaved off to a point that leaves the standard height of the plate .210 of an inch. This is somewhat higher than the average height of curved electrotype plates for magazine work, but this new height has been found excellent for long runs.

What we have said in the above paragraph does not mean that make-ready can ever be entirely eliminated, despite the fact that a number of expert printers have recently claimed that it is possible to eliminate all make-ready by having perfectly level plates. All good printers know that it is scientifically impossible to make electrotypes or any other kinds of printing plates having absolutely level surfaces. Experienced pressmen know that every form requires certain conditions of impression, no matter how level all the material in the form may be. By means of scientific make-ready, however, a great deal of time can be gained in any press-room, and in some cases it is possible to reduce make-ready work to the minimum.

Some of the larger publishers of magazines are now utilizing the McKee Process of make-ready for half-tone plates, a process which saves time for the pressmen, and which makes possible fine half-tone printing on ordinary grades of machine finished book paper. By this process the half-tone plates are "made ready" for printing before they are sent to press, but, at the present time, only electrotypes of original half-tones can be treated in this special manner which is as follows:

Press proofs of the electrotype-half-tone are taken in black ink on sheets of 16-pound smooth-finish bond paper. "Overlays" and "underlays" are then cut from these proof sheets in such a way that both the completed overlays and underlays are capable of acting on the surface of the plates. For example, all high lights are cut out of one proof sheet and are pasted in true position on another proof; all light gray portions of the subject are then cut out and are pasted in true positions over the high lights. This overlay is to be applied to the surface of the half-tone, face to face.

The underlay is made after the manner of a regular overlay used on the press, i.e., all "blacks" are cut out of one proof sheet and are pasted in true position on another proof sheet. All dark gray positions of the subject are then cut out and are pasted over the "blacks." This underlay is to go on the back of the half-tone. After the overlay and the underlay have been attached in the right positions on the surface, and on the back, of the electrotype-half-tone, the whole is placed under the pressure of a hydraulic press. This treatment results in all high lights and light grays being sunk *below* the surface of the plate, while all blacks and dark grays are raised *above* the surface of the plate. The back of the plate is then smoothly shaved.

Only large-size electrotype-half-tones, usually the full-page magazine size for display advertisements, etc., are treated in this manner, but there is no question that the plan cannot be developed further to provide for all kinds of half-tones—even original half-tones. Enough has been said on the subject of the McKee process to prove that it is scientific make-ready of the highest order, and that it marks a big step in the advancement of the printing art.

It is a fact generally known in the printing industry that half-tone plates, electrotypes and all other kinds of printing plates, should be mounted on metal base rather than on wooden base. The ordinary wooden base is subject to atmospheric changes; it frequently warps out of shape; it "rises and falls" with the weather, and it will not hold up on a long run of press-work. Finely-cut overlays for half-tones, and nicely prepared make-ready for electrotypes, soon lose their effect when the plates are mounted on common wooden base

Fine make-ready is always more effective when the printing plates are mounted on metal base For this reason, numerous printing and publishing concerns

(Continued on Page 16)

NEWSPAPER TYPOGRAPHY

Harmony in Border Combinations

Good Typography Depends as Much on Rational Border Arrangement for Pleasability as on Type Faces and Symmetry

By E. G. MYERS.

AMONG some two hundred papers the writer inspects each month, there are, here and there, one or two that can really be said to measure up to some plan of typography which makes them stand out head and shoulders above all the rest. It is really refreshing to pick up a newspaper now and then and find that the typography of the advertising generally is pleasing, and in which thought and effort on the part of the workmen building them is manifestly apparent.

With national advertisers blossoming out in typography of a new order, it would seem that the small-town newspaper man would begin to see the handwriting on the wall. It goes without saying that there is a reason behind this new typography and that it is not just a whim. The reason is that goods are sold quite as much because of pleasing typography, in which the type, borders and illustrations blend harmoniously, as by the selling argument in the text matter.

The small-town publisher makes the rounds each week from merchant to merchant, and usually receives the old stereotyped reply when advertising is solicited: "It does not pay to advertise—I never got any return from an ad carried in your paper".

There have been instances where certain publishers have been signally successful through the direct service they have rendered merchants in their towns, by writing an ad, and in some cases setting it up and submitting the proof for O. K., usually receiving an order to run the ad. Many publishers in the small towns will argue that they haven't the time to devote to service of this kind. Yet it would seem that if the plan has any merit a bright young man graduate of a high school would more than earn his salary by being placed in a service position, writing copy, planning layouts, and working with the merchant in a spirit of co-operation.

Aside from any plan to *stimulate* advertising perhaps one of the most important factors towards *making the advertising pay* that is offered, is attention to typography. As a rule every printing plant has a number of border slides which are cast on the linotype. However, little thought or judgment is exercised in the use of these borders, You have noticed oftentimse when a new border comes into the office that practically every job and every ad for weeks incorporates that border. The value in borders lies in interpreting their value as embellishers and in how best ot use them.

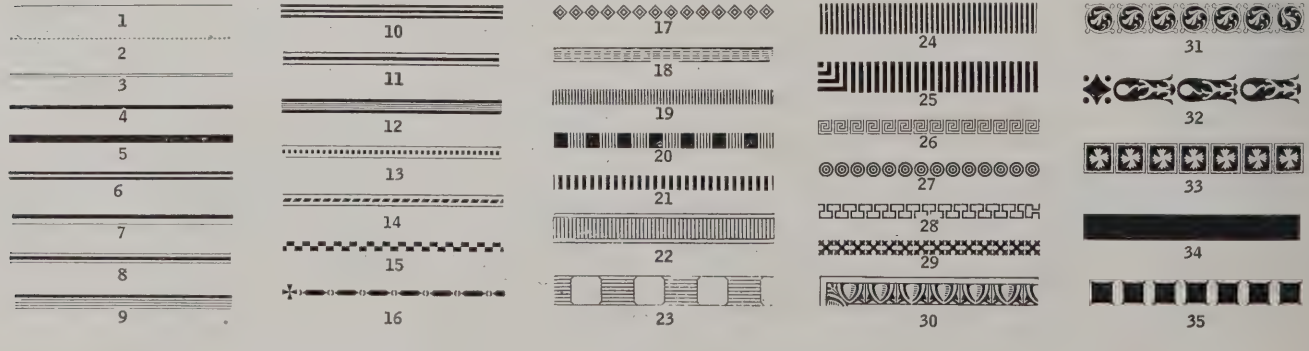
Many handsome, harmonious border creations can be evolved from the material stocked by any country office. If all borders were taken together, one line of each, and spaced out with about eighteen points between each, and proofs pulled, they could be cut up into strips and pasted together—two, three or more designs—to build pleasing art arrangements. To illustrate, we reproduce on the opposite page a number of designs. These are built from the material shown in the panel at the top of this article. It is necessary to have a miter machine so that miters can be cut to join the borders at the corners. Two-column ads in the small-town paper are very much in the majority. It would be an easy matter to cut and miter a number of borders in two-column widths, varying in depth from two to ten inches, keeping these in reserve against the time when ad copy comes in. This work could be done in spare times; or, if you argue, there is no spare time, then you will find it most profitable to utilize productive time for it, because it pays real dollars in value returned.

Of course, not every border arrangement will fit with any face of type, any more than either or both are applicable to any kind of merchandise. Careful selection must be made to adapt a border to the subject matter of the ad and the type selection also must conform in weight of line to the heavier lines of the border. The entire arrangement must blend harmoniously.

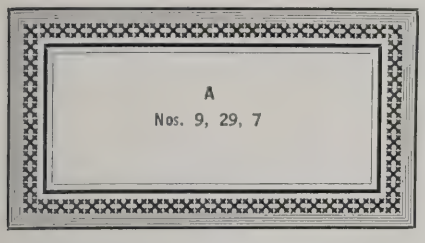
When all the possible arrangements of border designs have been created, a chart should be arranged designating each border with a symbol, somewhat after the arrangement shown on the opposite page.

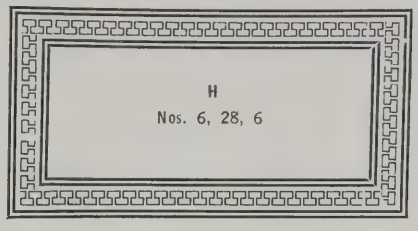
This would make the system very simple and flexible in operation. Upon securing copy for an ad it would be an easy matter to go over the chart and designate

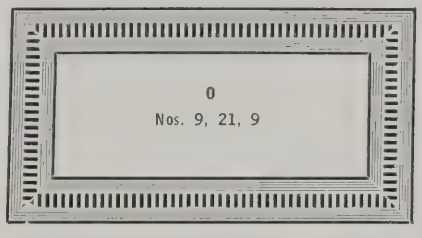
BORDERS USED TO CONSTRUCT PANELS ON OPPOSITE PAGE

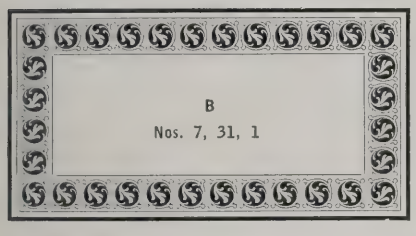


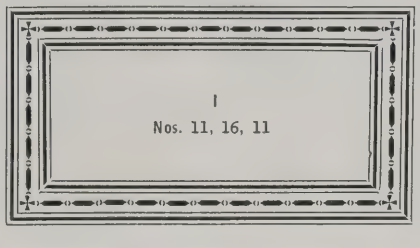
Examples of Borders in Combination

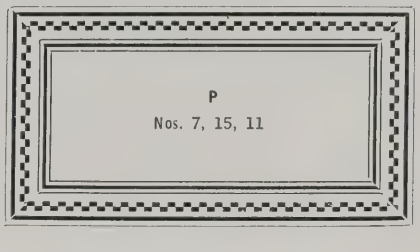


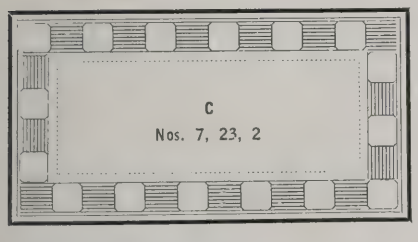


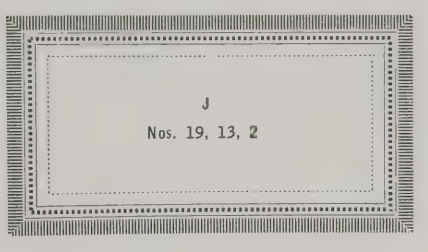


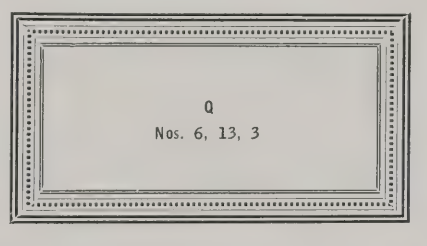


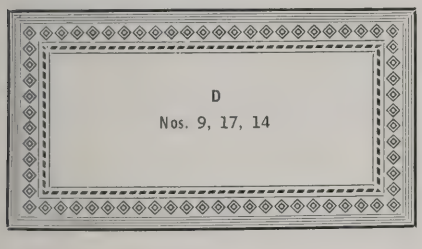


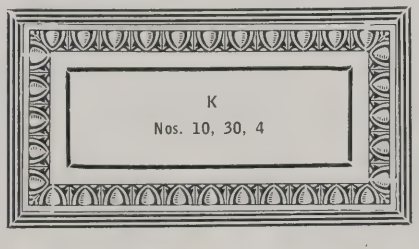


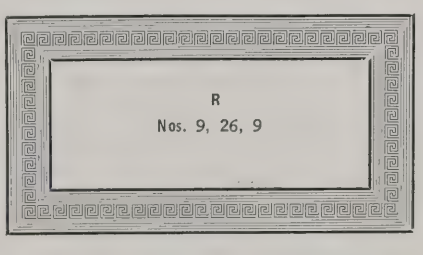


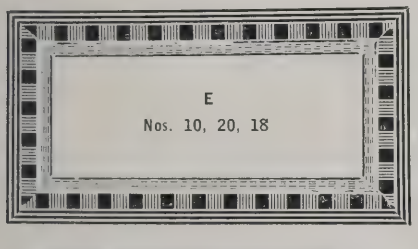


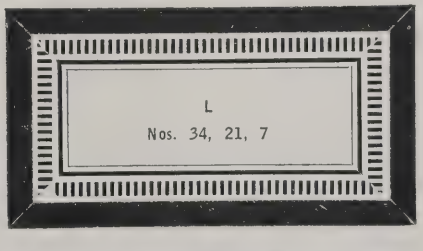


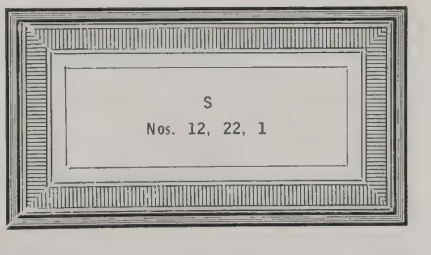


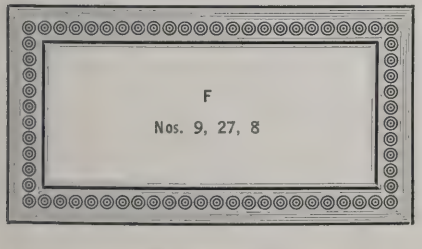


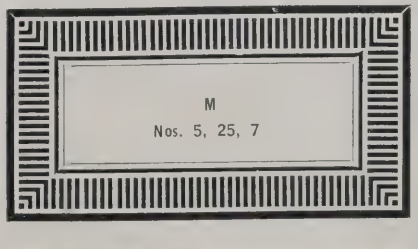


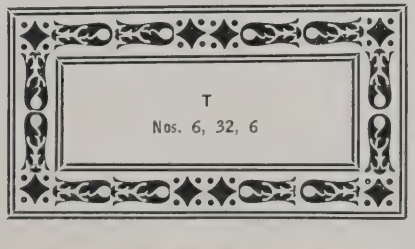


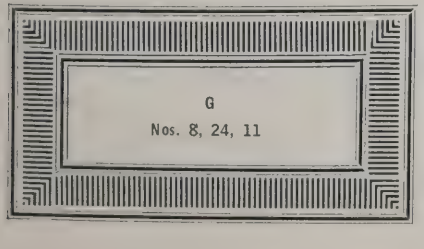


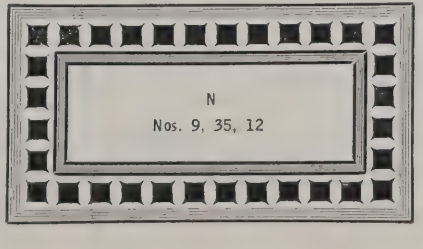


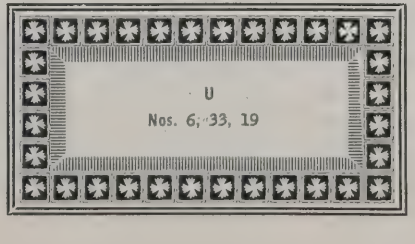












border A or B, or whatever design it might be desirable to use, and also make a notation that type to be used is to be Caslon, or Scotch, or Bodoni, or Century, and only one series of type should be used in an ad. Most country offices have in times past selected and purchased their type at random, without regard to keeping it in series or families. Each face of type is usually made in a complete series such as light and bold face roman, light and bold italic, light and bold condensed. Selecting and stocking type after this manner affords opportunity to keep any job or ad within one series. Truth to tell, if every master printer arranged his type faces for best usage and utility he would discard everything, stocking only three or four series, such as the Caslon family, Cheltenham family, Bodoni family and perhaps Kennerly or Goudy.

Wherever thought has been put into typographical creations, it is found the publisher has an easy time selling his space, especially if he goes a step farther and helps the mrechant with his copy and layout, scrutinizing it for grammatical construction and raesonableness of sales argument.

Anything that is worth doing is surely worth doing well. Without a doubt no one department of newspaper activity offers so much in pleasing results as a thoroughgoing attention to typography.

Science Applied to Press Make-ready

(Continued From Page 13)

have their own plate finishing departments for the purpose of having all printing plates mounted on solid lead base. This refers, of course to half-tones, zinc etchings, electrotypes and stereotypes which are to be run on platen presses, or on flat-bed cylinder presses. It also refers to all kinds of printing plates which are to go into forms for electrotyping.

Some printers make the mistake of putting wood-backed printing plates into forms that are to be electrotyped or stereotyped. Under such conditions the finished electrotype, or stereotype, will not have the same excellent printing surface as that possessed by a plate made under the proper conditions. All plates that are to be electrotyped or stereotyped should be mounted on metal base.

The patented plate-mounting systems, of which there are several well-known makes on the market, are all highly efficient for their purpose. The recently-perfected "Uprightgrain" tacking base is also recommended as a substantial base for all kinds of printing plates. By having one of these plate-mounting systems in his press-room the printer or publisher is naturally in a position to have all printing plates used on the platens and flat-bed cylinder presses mounted on firm, solid base. The cost of the patented base will soon be paid for in time saved on make-ready work alone.

While it is true that metal base should be used for all printing plates, even in the case of a medium-size plate that is to have a short run, it goes without saying that many printing plates will continue to be mounted on wood. The wood base is cheaper than solid metal base, although where the printer has his own plate-mounting system in service, it is not essential to have even small-size plates mounted on wood.

In every printing plant, where wood-blocked plates are used to any extent, the equipment of the composing department should include a type-high machine. With the aid of this device all printing plates should be made exactly type-high (.918 inch) before being sent to the press-room. Plates that are more than type-high should be shaved down smoothly on their wood backs to the proper point. Plates that are *lower* than type-high, should first be smoothly and evenly shaved on their backs, and afterward pieces of hard press-board should be glued to the backs to raise the surface of the plates to the right height. This kind of work should not be left to the pressman, as it can be done more economically and more conveniently in the composing-room.

Nothing will cause a pressman greater trouble than a form containing a number of printing plates of various heights, and yet the average pressman frequently meets with such a form. As a rule, the pressman is not in possession of a type-high machine, so he has to do the best thing possible with overlays and underlays. An excessive amount of make-ready on any kind of a press will cause strain on the press, and will often result in poor inking or slurring. Why blame the pressman for such faults when the blame really lies in the condition of the form?

Scientific press make-ready, as is being done in many first-class printing shops today, actually begins in the composing-room. Everything in the forms—type, rules, plates, etc.—should be standard type-high when the pressmen receive them.

Pressmen are sometimes given "dirty" forms to work with—forms containing type matter filled up with dried printing ink; or, possibly, forms containing half-tone plates having high lights filled up with dried ink or dirt. Certainly, the pressman knows how to clean such forms, but the cleaning process takes time, and occasionally it is necessary to wash half-tones with strong acids to remove dried ink. And, usually, when a form is ready for press, the work is in a great hurry, not allowing the pressman the essential time for cleaning the half-tones properly.

The rule in every composing-room should be to send clean forms to the press-room. The half-tone plates, zinc etchings, and all other printing plates should be carefully washed immediately after proofs have been taken. An "Irish rub" is not sufficient. The cleaning should always be done with brush, benzine and a soft, clean cloth, particularly in the case of fine-screen half-tones. These are well-known facts, and yet the right thing is not being done in many composing rooms.

Among other troublesome forms that are sometimes rushed to pressmen for "quick" make-ready are those containing defective machine composition, due to no fault of the composing machine, but resulting from worn-out matrices poor-quality metal, wrong adjustments of the machine, etc. The writer knows of several cases where machine composition was cast wider at the bottom than at the top, resulting in the matter working "off of its feet," and also causing "work-ups" while the form was running on press. How can the pressman be expected to produce good make-ready from defective forms of this character? It cannot be done because the printing conditions of the forms are fundamentally wrong.

Every pressman has doubtless had the sad experience of trying to makeready for a form in which part of the type-matter was "off of its feet." There is only one thing to do with a form of that kind—send it back to the composing room for readjustment.

Scientific press make-ready is practicable only with good printing forms that are uniformly type-high. The presses must also be in good physical condition.

English Composing Room Equipment

Catalogues and advertising literature from English material and note the businesslike appearance of our tent composing room equipment made entirely in wood. Compared to modern American steel equipment the English furniture seems antiquated indeed. The wonder is that with the stress of space, especially in London where lofts are small and at a premium and where rates are high, equipment concerns still continue to manufacture wood furniture such as printers in America used twenty and thirty years ago. It is mighty refreshing to make comparison with our own material and note the business-like appearance of our furniture.

Specialty of Catalogues and Magazines

Successful Publication Work Requires Careful Thought and Study as Well as Plant Equipment and Organization Trained to Handle It

By J. K. NOVINS

IN a large eastern city of the United States is located a well-known printing firm, which for several decades, has been making a specialty of catalogue and magazine work. The plant operated by this concern is one of the largest and best-equipped of its kind in America. During the last two years this plant has been enlarged, and certain changes and improvements have been made in the mechanical equipment which have been the means of reducing the costs of production. In this article the writer will attempt to explain how this great business is conducted, also how the work is handled in the various departments, and it is hoped that the information will prove of value to master printers in general.

For some years previous to the time when the world war broke out, this company had been making almost an exclusive specialty of fine catalogue work. Several orders for the composition, press-work and binding for a number of trade journals were handled monthly, but the main business of the house consisted of catalogues—big, de luxe editions, catalogues illustrated in three, four, and even a greater number of colors. The plant was especially equipped for the production of such work, and the company's business extended all over the country. So busy was the establishment, prior to the war, that day and night forces were employed in the cylinder press departments. The other departments were working overtime several evenings of each week. Then came the war in Europe. Immediately the catalogue business was "shot to pieces." With the prices of things constantly changing over night, and with the whole world of business upset, catalogues for the time became useless.

Many another firm in the same line of business would have been ruined through such a crisis. (Several large catalogue concerns did fail in business on account of conditions brought about through the war). But this company was formed of men who knew how to provide for the emergency. These men had passed through troublesome times before, and now they were not going to allow a war to put them out of business. Indications pointed to a long war—a war lasting for perhaps three or four years—so, something had to be done to keep the big plant busy until the dove of peace again spreads her wings over the world.

The problem was solved by procuring sufficient trade journal and magazine work to take the place of the diminishing orders for catalogues. It was not a difficult matter for the company to secure the orders for the composition and presswork for several trade papers of large circulation, mainly for the reason that the company's plant was especially equipped for the production of that class of work. This meant rapid service for the publishers, and just at the time, with labor and materials becoming more scarce every day, service was not an easy thing to find. So, it was not long before the composing and press departments of the plant had more than enough work ot do in place of that which had been lost. When the United States entered the war, this was one of the printing and publishing plants that was placed on the list of essential industries.

To give the reader some idea of the quality and quantity of publication work now being produced in this establishment, a recent issue of a well-known trade magazine consisted of 250 pages, and on nearly all the pages were illustrations printed in several colors. It should be understood that all catalogue business did not cease during the war. A number of unusually large catalogues illustrated in colors, were handled along with the trade journal work, but there occurred a decided shortage of catalogue orders during the period of the war.

Some printers seem to be of the opinion that any large printing plant, equipped with plenty of composing-room material, and cylinder presses, is capable of handling catalogue and magazine work. It can produce the work all right, but unless it is particularly equipped for the purpose, and unless craftsmen with long experience on catalogue and magazine work are employed, the plant will not earn much profit. It is all in knowing how. Many printers not owning plants equipped to handle such work, will take orders for large catalogues, and after the jobs have been completed, they discover that they have made no money on the proposition.

The plant concerned in this article occupies four floors in a modern fire-proof building having batteries of windows on all four sides. The floors are very spacious. On the floor which we shall call "No. 8," are the business offices of the company, stock-rooms, and the bindery. On the floor underneath is the composing-room, occupying one-half the space, and the platen press department, occupying the other half. In connection with the composing-room is a smaller compartment which houses all the equipment necessary for the operation of the electrotype and half-tone finishing department. The cylinder press departments are on the lower floors.

This composing-room has been arranged by efficiency engineers who knew their business. Everything is so arranged as to save unnecessary steps for the compositors make-up men and imposition men. First, the foreman's office, the proof-room and the registering tables, are lined up directly in front of the composing department. On the left-hand side of the room, in front of the windows, are type cabinets and compositors' stands of the modern style. At the rear of the room, in front of the windows, are more type cabinets and stands. The cabinets and stands are therefore arranged in the form of a great "L" taking up space along two sides of the building, and every "alley" formed by the cabinets receiving an abundance of natural light.

Continuous production is possible in this plant simply because the plant is rightly equipped and efficiently managed. The workers are a happy and contented group because they always have plenty of material to work with, and are in a position to produce good work rapidly. Nothing will retard the progress of a first class compositor more than a poorly-equipped composing-room that is continually short of material. The average compositor is willing to work hard and faithfully when he has the right things to work with, but he is bound to lose interest in an illy-kept plant.

In the composing department referred to is a plentiful supply of pure, iced spring water; the wash-room is large, neat and clean, and every morning each employe is provided with a clean towel for his personal

(Continued on Page 18)

Intimacies of Printers' Type Metals

Care and Treatment the Big Factors in Maintaining an Economic Standard

This is the third of a series of articles by L. D. Staplin, General Manager, Metals Refining company.

COMBINATION metal's purpose is so exacting that it needs methodical care if it is going to be maintained in condition to fulfill its duties without being the certain cause of troubles and grief. Good results can be had from combination metal only when it is kept in strictly good condition. Following this simple system will keep it that way.

Each day before doing any casting, give the metal a thorough five minute stirring. *Then immediately* pour the necessary pigs for the composing room. Thereafter, during the period when any casting is being done, stir the metal for two minutes at intervals of two hours. That is all the stirring that is necessary. The object is to do enough to mix the metal thoroughly and then stop because stirring makes dross.

If the metal is not properly stirred then the pigs, which are usually dipped from the surface metal, will contain too much tin and antimony and be so hard they will cause trouble in the linotype machines, while, during plate making, the metal's shortage of antimony and tin may cause "sinks." There are some who never stir their metal, or burn off and sift their dross—but they are creating much annoyance at the saving of a little labor. It is better to either discontinue using combination metal or make up your mind to use the "elbow grease" it requires.

The dross formation should be allowed to remain on the metal until its depth interferes with the work. Then it should be carefully burned off and reduced in quantity by using oil flame as described in a previous article.

Dross being oxide, meaning a chemical combination formed by the oxygen in the air combining with the metal so long as it is clean but always after slugs are emptied into the pot, the surface residue should be examined and any brass mats or rule quickly removed. Otherwise both copper and zinc, which are detrimental to the metal's service value, will be absorbed into it.

By allowing the dross to remain on the surface, you provide a natural blanket which protects the metal from coming in direct contact with the air, thus reducing the amount of dross formation that would otherwise occur. It also distinctly tends to hold the heat in the metal, making it easier to maintain an even working temperature and saving fuel. It is wasteful though pretty to have the surface bright and silver-like through constant skimming.

Combination metal is used for both the stereotype and linotype equipment and now, since the advent of the non-distribution system, in monotypes as well.

It is, as nearly as the metal maker's skill permits, a happy medium in between the formulae of linotype and stereotype metals. A strain is put upon the metal in fulfilling that demand and it is largely because the seriousness of that strain is not duly understood and therefore, provided for, that the metal is looked upon by so many with disfavor.

Where there is smoke we usually find fire and it is undoubtedly true that the users of combination metal have more than their share of troubles as a rule. But if their metal is of fine service quality to commence with, then is cared for as above and the following suggestion is adopted, their printing conditions will improve.

During the process of forming into dross, the tin in the metal, having a greater affinity for oxygen though the other ingredients, passes off more rapidly. For this reason the metal's formula is continually undergoing a change. Now, in this metal particularly, it is necessary to carry the formula at very nearly its original standard. That can only be done by scientifically replacing the lost tin.

If instead of "rush us 1,000 lbs. of Wilkes combination metal", we could awaken the consumer to the value of foresight and forehandedness, it would be a step in the right direction. We advise patrons to send in a sample of their service metal every 90 days. This we can analyze and record. Then if given two or three days' leeway in execution of their requisition, we can deliver metal so made that its addition to the service metal will replace the lost tin and restore the desired formula. This method insures results almost without additional expense. It is the only one that will without unnecessary waste, relieve the consumer of the troubles usually encountered in connection with combination metal.

Specialty of Catalogues and Magazines

(Continued From Page 17)

use. The superintendent of the plant, and his two assistants, are pleasant human beings, and they make it a practice to treat their men kindly. For example, these three executives never forget to say "good morning" and "good night" to every one of the employes, and "call-downs," or harsh words, are absolutely taboo. It is merely a case of decent men working together for one common interest, and the entire force is like one big, happy family. The men are glad to work in such a place, and they prove it by the amount of work produced.

The time has come when employers in general must devote closer attention to the "human side" of industry. The well-treated worker will surely be a good producer. Kind words and a pleasant smile on the part of a composing-room foreman will accomplish better results than "kicks" and frowns. Wise employers know this to be true, and that explains why the so-called labor problem is being solved in many parts of the country. Printers as a class seem to be more temperamental than workers in some other lines of manufacturing, and the closer the employer can get to the hearts of such men, the better for all industry.

Only intelligent, highly-skilled compositors should be employed in the modernized composing department—fairly well educated men who know the artistic side of typography and who delight in producing excellent work. The old-time, "plain matter" compositor who may not like this assertion should try to improve his ability, for we are speaking now of modern times, and the incompetent worker must step aside to give place to the man who knows how. The future for the first class job compositor, who can produce the best varieties of type composition at high speed, is brilliant, indeed.

Printer Can Profit From Co-operation

Successful Methods of Working With Retailer and Merchant That Inspire and Produce New Business and Engender Cordial Relations

By FRANK LOBERT

ROBINSON was a prosperous printer in a flourishing small town of 4,000 population. Being an enterprising individual he was anxious to expand his business. He saw several retail merchants doing an annual business running into six figures, yet they were small town merchants facing the same limitations of territory that had handicapped the local printer.

Some miles from town lived many prosperous farmers and village folk who could add much to the fame and profit of the Robinson printing plant if a way was found to attract them to his shop. Therein lay the solution. For the bulk of the business done at the local dry goods store came from these farmer and village folk.

How could the printer attract these people to come many miles out of their way to order their printing at his shop? These people didn't need very much printing, to be frank, but the little each required would be sufficient to increase his business to a substantial figure. There were the farmer folk who needed bill heads, and local storekeepers who could have use for more letterheads, envelopes and billheads. And certainly the farmer folk ought to be induced to have some new cards printed. There were special occasions—weddings, parties, leaflets and club papers.

One day Robinson happened to get into conversation with Smith, owner of the largest department store in town. Robinson explained his problem at length, hoping that the dry goods man would have a suggestion to offer.

The dry goods dealer pondered a few minutes, and said:

"I wonder, Mr. Robinson, whether it has ever occured to you that we could possibly co-operate to get new business. After all we both have the same problems, although our businesses are distinct. You sell service while I sell merchandise.

"You know why I have been able to secure a good deal of the outlying trade. People come fifty miles out of their way to buy at my store. Why? Because I use efficient direct-mail methods. I have one of the best mailing lists in this locality. It is constantly kept uptodate. And I use this list. It does not cost very much to send out circular letters every once in a while, and when I hold a special sale I circularize my list to that effect, and a good percentage are on hand to take advantage of the special offers in merchandise.

"Being a printer you are a strong believer in the use of the printed word as a salesman. Then why not devise some cheap method of attracting new trade to your shop by means of letters and circulars?

"What you need is a good mailing list. Here I believe I can help you out. Provided, of course, you are willing to lend me your co-operation whenever I need it.

"Several weeks from now I am going to hold my anniversary sale. You know it is quite an event around here. I offer special merchandise at attractive prices, and they come from all parts to take advantage of the special offers. Of course, I send out a set of letters to my mailing list informing them of the special sale.

"Why not take my list and send a circular letter calling attention to your printing shop and some special offer. We could arrange that with every ten dollar purchase at my store on the day of the special sale the customer will receive a coupon, which when presented at your printing shop will entitle the holder to a hundred cards with name and address free of charge. I believe it will pay me to stand the expense of the printing, the greatest part of it at least, and no doubt these people will be interested in ordering some more printing while they are in your shop.

"In your letter to the mailing list, which I will let you use free, you can point to your excellent service, and don't forget to mention that all the good merchants in this town have their printing done in your shop. That is quite a talking point.

"It will not hurt me the least if I let you use my list, for our businesses are distinct. In the strict sense of the word we are not competitors. And of course you will use your influence to turn business my way.

"It also occurs to me that you can offer some souvenir to kids coming along with the farmer folks during the sale, pointing out in your letter that the souvenirs will be handed out in your shop. It pays to play for the kids, for the elder folks will appreciate it and they will think of you when they need printing.

"I am a veteran in the retailing game, and I know the value of co-operation with other dealers. For instance, has it ever occurred to you that you can really gain by co-operating with the garageman, the local hardware dealer, or the furniture dealer?

"Let us take for an example the furniture dealer. He can tip you off on folks who are contemplating moving into new homes. He knows, since they order some new furniture when they move into a larger home. He can give you the names and addresses of these people, and you can send them a circular letter offering to print new cards and personal stationery bearing the new address. In like manner you can learn of prospects from the local hardware dealer, who sells household goods to folk who have just moved into new homes.

"The garageman can be of use to you, because he keeps in constant touch with automobile owners who travel quite a bit and are pretty well informed of social events here and there. There is a chance to secure printing for club affairs and family functions.

"Every enterprising dealer in this town has his own little mailing list. The druggist does some circularizing, so does the grocer, the hardware man, the furniture dealer, etc. It would be a good idea if all of us could pool our lists, since we are in non-competing retailing fields. Why not get in touch with some representative merchants in this town, suggesting that they pool their lists and you will have it printed for them? It will then be possible for you to suggest that you be permitted to use the list, in exchange for your trouble in printing the list.

"No doubt as you go along other ideas will suggest themselves to you, but you will find in the long run that you can get a good share of the outlying trade if you will use the methods that retailers have been using here for years—use letters, follow them up with more letters, and when a customer orders some printing follow him up for more printing."

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Chief Source of Editorial Influence

MILDRED KAVANAUGH, secretary of the journalism class at St. Mary's College at Notre Dame, Ind., asks this question:

"What is the CHIEF source of editorial influence?"

The question is easily answered by repeating what Isocrates, teacher of elocution, said in Athens 2300 years ago, when he taught oratory to Xenophon and other great men:

"To convince others, be yourself convinced."

EDITORIAL influence means the power to put in other minds ideas that are in your mind. The only way to make others believe as you do is to BE YOURSELF CONVINCED. The interesting thing is that the sailor at sea, the street car conductor in the city, the herdsman on the plains, the child at high school, all know—heaven only knows how—whether a writer is sincere or insincere.

JUST as all successful men exude success, so do the "I can'ts" exude failure.

Proud of His Competitors

A MASTER printer recently remarked to the writer: "I have more competitors than any man I know of, and I am mighty proud of every one."

Rather a philosophical view, you'll say. Yet this man became the greater success with the beginning of each new fiscal year.

Unfolding the story, it develops that he was a mighty good printer. A good craftsman. A good business man. He believed in young men. He encouraged them. Helped them get a start at learning the business. Lived with them. Sympathized with them. Helped them. All became good printers. Why? Because he manifested a personal interest in each. None of the lads worked for him. They worked with him.

As each in turn advanced along the line of promotion until they became foreman of a department, they developed into the finished craftsman. The business bug overtook them. They embarked for themselves, setting up their own plants. Naturally, because of their tenure of employment at the old place, and having served faithfully and well, as also rendering satisfaction to clients of the house, they became known—favorably so—to customers of the house. So when they "went in for themselves" they took business with them. And because they were well trained they became good business men, keeping up the traditions of a square deal fostered by their former employer. They did good work and sold their product for a just price.

In the final analysis, they did not filch business away from their former employer. True, the latter had to set out and create new business, which he was glad to do, because it kept him alive and active.

But picture the condition of the printing trade in that locality. Because an employer took an interest in his apprentices and set their feet in the path of real craftsmanship, and because he treated them squarely, they carried this training into their own establishments and became friendly competitors. The assumption that little or no price cutting prevailed in the circle of trade served by this coterie is correct. There was harmony, fair dealing, and enough business for all. And the respect prevailing in the minds of the "new" business men for their former employer was such that unconsciously they continued to "plug" for him, helping him create new business and continuing his prosperity.

It is not only the bounden duty but the privilege of each employer to manifest a personal interest in his apprentices, to the end that each develops the craftsman ability and makes the industry the richer because of this trait.

What are you doing for your apprentices?

E.G.M.

AN uncut first edition of Byron's poems sold recently for $1,000. The volume will remain uncut, presumably, for cutting its leaves would reduce its value greatly.

If that were the case with all books, there would be many very valuable libraries in the United States. Walk up to the average impressive looking book shop, pick up one of the fine bindings staring at you, and, 3 to 1, you will find the leaves uncut. If it's a "heavy" book, the odds are 10 to 1. If all the books printed in this world had been read, not merely bought, it would be a different civilization.

Precepts of a Decade

THERE are many things we each can do to insure great moral, material and industrial progress in the next decade. Have you meditated and pondered over the part that you play in the game? Or have you heaped all the blame for conditions on someone else?

Mentality and our own attitude toward the happenings of the day round out their own reward and send us home at eventide vibrant with gladness or weighted down with sorrow, regret, or discouragement. What is your experience?

The whole world is sick. There have been times when a nation here and there was afflicted with a malignant disease. Yet when one nation was deficient in health, usually other nations could make a temporary loan from their superior degree of harmony and assist to restore the disturbed equilibrium. But at this time even our own country seems in rather a bad way itself, disclosing many symptoms of general disorder. And in the final analysis our illness is purely an individual ailment.

There has always been a good "medicine man" who possessed the know-how or the knack to right things. There is a doctor right now, ready and willing to assist the whole world from disease to good health. That doctor is ourself. Each one of us possesses the curative properties. And the wonder is the treatment costs nothing. Restoration will be a matter of individual treatment, and we apply the potion to ourselves.

The prescription may run into many ramifications according to the individual sickness, but assuming that we are seeking a cure-all, why not prescribe the following:

ONE: To live continually in such a bright mental attitude that not the slightest sign of a worried expression will come over your face for a second.

TWO: To refuse absolutely to be angry for a second, or even provoked, no matter what may happen.

THREE: To act upon principle in everything we do, regardless of loss or gain. To be absolutely sincere in everything we think, do or say; to be on the right side in every transaction, and to be so absolutely just in every thought and action that we do not even dream of any other course.

FOUR: To look pleasant every minute under every circumstance or condition.

FIVE: To have so much faith in life, in yourself, in the human race, in the industry, in the universe, in God, that fear will never enthrall you.

SIX: To continue to believe that there is something good, something better, back of everything that we meet in life. And to live according to this conviction by never judging according to appearances; by never thinking unkindly of anyone; by never speaking unkindly to anyone; and by never accepting wrong as a real power in life.

SEVEN: To follow the vision of the soul, no matter where it may lead.

Finding our own deficiencies, defining and analyzing them, and then setting about to right them and get ourselves going on a double track toward bringing things back to a happy, normal, must include the seven precepts. And the beauty is you can start the journey anew every day.

Will you start today? E.G.M.

THE curriculum of life is rich. But you cannot get the A. B. degree unless you "plug" for it yourself. "Snitching" in class will never get you through.

Bureau of Engraving Squabble

WITHOUT going into the political merits of the recent wholesale dismissal of executives and employees of the government bureau of printing and engraving, or attempting to justify or criticise the method of interpreting the civil service rules, we wonder if the efficiency or permanent value of the department could by any manner of means be benefited by such drastic action.

It takes years of earnest effort to train an organization to a point where the value is recognized, and the bureau of printing and engraving, by the very nature of its product, is vastly different than any commercial organization. The methods of engraving and the processes used are so intricate that years are required for the craftsman to become thoroughly proficient. That the dismissed executives were men of long standing in the government service is well known. The value to the government therefore lies in the fact that they knew every process and every method used in the department. It follows naturally that a new set of incumbents will make many errors, many of them costly to the government, before they have settled down where they can exercise the same thought and judgment and bring to bear the same high order of craftsmanship found in the older employes.

Unless a more stable excuse can be mustered than the veiled declaration that these employes were discharged for the good of the service, it seems to us that the government has taken an ill-advised step.

Along the Highways

THE lower deck of mediocre success is but little above the hold of failure. Pay the price and travel first-class.

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DICKEN's definition of usefulness:

"No one is useless in this world who lightens the burden of it to any one else."

*

PRINTERS broke the windows of the first plant that installed linotype machines. Did the progenitors stop there? The marvelous mechanisms of today are manifestations that belief in one's product and following through on that belief carries its own reward.

*

The accomplishments in life never were and never will be encompassed by putting off a thing "till tomorrow." Tomorrow will never come. Today is the big factor in our lives. It is always here for the "live" ones. What do you do with your todays? Stop issuing promissory notes on what you expect to do tomorrow and begin your real accomplishments each "today."

*

GRIT is your best asset. It will pull you through. You cannot be kept down. You have troubles, yes. Get busy. Get very busy. The busier you get the smaller your troubles will grow. Worry is a weakness only idlers can afford to cultivate. To be sure, you can always be beaten, but you are not beaten until YOU acknowledge it. Many a man falls before he is hit.

Equipment for Schools of Printing

Successful Teaching and Training of Youths Cannot Be Adequately Accomplished With Slipshod Machinery and Inexperienced, Impractical Teachers

By EWALD A. RAASCH

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MANY vocational and technical schools have installed and many more contemplate installing printing departments as additions to a highly progressive phase of educational effort. The printing department as a rule is at the end of the procession; the last to be installed, although its value as an educational department and, at the same time, as a cultural subject, is generally conceded. Its natural correlation to academic work is undisputed.

The reasons for this belated installation are: First, the powers-that-be, usually trained in college manual arts courses, have acquired a smattering of various shop activities but very seldom possess a knowledge of printing. Therefore they are rather chary in displaying their lack of knowledge of that particular work. Second, the cost of installing such a department is an obstacle, due principally to the penuriousness of most school boards.

A number of schools have found a way out by commercializing the school print shop, doing the printing of the school system and charitable organizations. This printing usually has a time limit and generally demands production first, then instruction.

The only efficient manner of handling productive work in a school printshop without hindering instruction is to furnish the instructor with all samples of school and school board work and permit him to select whatever printing material will fit into his course of study.

One deterrent feature of productive work is a selection of a top-heavy equipment, that is, an equipment necessary to do one certain type of work. This is an injustice to the real product of the school printshop—the boy. He should be trained in the fundamentals of printing, not in specialization.

The selection of a well-balanced equipment usually rests with the instructor. The question naturally arises, "What kind of man shall we get?"

A printing instructor should have the following qualifications:

QUALIFICATIONS OF INSTRUCTORS.

1. He must know his business and must be an expert at either one of the two main branches of printing, namely composing room work or presswork. A so-called country printer usually falls down on the job because he knows a little of everything and is not an expert at any one thing. Men who are experts at both branches are as scarce as the proverbial "hen's teeth."

2. He must be a practical printer.

3. He should be a trained teacher; that is, able to analyze his subject, systematize it, put it across clearly and in proper quantities, and command the confidence and respect of his students.

4. He should be a student of his subject, must be interested in art, literature, and other cultural subjects, and a judge of human nature.

The printing department should be placed in a well-lighted well-ventilated room, preferably heated by a direct line from the boiler room so it can be regulated without changing the temperature of the other rooms in the building. This is an important item.

The selection of the proper equipment depends on the finances available, on the number of students to be accommodated, and on the nature of the school in which it is installed. It is well to remember that a few items of quality are more efficient and economical than a quantity of items which will easily be reduced to junk in a short time.

Steel cabinets and other steel furniture, dust-proof and efficient, are undoubtedly the ideal equipment for a school shop. Strong and durable, they present a neat and businesslike appearance, and the ever-present pest—the school "wood carver"—has a bad time of it trying to engrave his initials on such equipment.

The single all-steel adman type cabinet with overhead slug and material cases are ideal for school use. With this cabinet each student has a place of his own for which he may be held responsible.

The selection of proper type faces requires more or less study. It depends on the taste of the instructor and the kind of work which he intends to do. There are, however, the following classes of work, for which type should be ordered, which should be taught in every up-to-date school print shop:

1. Straight Matter—Open faced easily-read type. Ten point Century has been used by the writer with success. A case of this kind contains about 20 pounds of type and should be purchased in pound fonts.

2. Stationery—A neat type face, either old style type or finely cut black letters, or both, such as Cheltenham old style, Kennerly, Cloister, Parsons, Goudy and Copperplate Gothic.

3. Adwork—Easily read faces. Either modern or old style may be used; also bold face. Century, Caslon, Cheltenham, Bookman, and Gothic are commonly used.

4. Commercial Blank Work—Usually modern type. Open, contrasty, clear-cut type such as Century, Caslon, Cleaface and others.

5. Display Work—Large and heavy type faces, including wood type. Good type faces in this class are numerous.

The type specimen books and literature of the various type founders are of great help in the selection of type. They also will prove to be of great help in the selection of rule and border. Spaces and quads should be ordered separately.

The selection of rule, border, ornaments, and initials must be chosen to harmonize with the type selected. Here again the type catalogue will prove valuable. Much money may be saved by ordering rule and border from monotype firms. For practice work, where much of this material is cut up, it is ideal, and inexpensive.

Spacing material such as leads, slugs, metal and wood furniture, should be plentiful supplied. One adman cabinet ordinarily carries about 40 pounds of 6-point slugs and about 40 pounds of 2-point leads. This spacing material is always in demand and 40 pounds of leads and slugs each per cabinet is conservative.

Wood and metal furniture and reglets, should be purchased to suit the needs of the schoolshop. Skeleton steel furniture is convenient spacing material and is fine for use in testing the lengths of pages in make-up work.

Brass galleys should be used for make-up work. They are accurate and easy to work with. Steel galleys should be used for storage. Good job sticks should be supplied each student, in eight and ten-inch lengths, not wider than two inches, to allow the student's thumb to easily reach over and grasp the type. Several twelve-inch sticks and one for use on wood type should also be supplied.

The imposing equipment provided should consist of a steel top imposing toble with receptacles for quoins and quoin keys, planes and proof planer, and mallet, besides slides and drawers for storage and numbered spaces for storage galleys; also a section filled with wood furniture and reglets. Both Wickersham and Hempel quoins should be supplied, so as to teach the use of each.

Two kinds of proof presses are necessary. A job proof press and a galley proof press. A Washington hand press, for making fine proofs, if the finances will permit, is a desirable adjunct.

The selection of presses must be left entirely to the instructor. If the instruction is to be of a correlative or cultural type, only platen presses are necessary. If, however the instruction is vocational or trade in character, automatic and cylinder presses should be installed. The Chandler & Price presses are probably the most popular type of platen press, because of their adaptability for light work. They are easily handled, fast, and efficient. The heavy duty press such as the Chandler & Price Craftsman press and the Hartford press are easily the best where heavy work is encountered, especially in work containing halftones, or where a school paper is run on platen presses. Each press should be equipped with two sets of rollers, one set for ordinary black work and the other set for color. At least one, possibly two presses, preferably the larger ones, should be equipped with vibrators and ink fountains to insure better distribution of ink. All presses must have counters. It is advisable to have a small press equipped with a foot treadle for practice feeding. With such a press the student can easily regulate the speed of the press to the skill of his feeding ability. On the motor driven presses a friction drive motor lessens the danger of serious damage to the press in case of obstacles wedging between the bed and the platen or in other parts of the machine.

In trade schools an automatic feeder is practically a necessity because of the rapid strides being made in the printing industry in installing automatic machinery.

Chase racks for storing chases and forms also are necessary equipment. As in other equipment steel is the most durable. A steel ink and roller cabinet is essential for storing ink and rollers. The latter absorb moisture and swell to such a degree that the trucks fail to ride on the runways, if left out in the air and moisture. A set of expansion trucks will relieve this condition. Six constitute a set.

In selecting ink three points should be considered. The first is, "What quality of ink is necessary?" Second, "What colors?" Third, "How much of each color?" In a school shop it is advisable to get a good quality of inks because the instructor will have plenty to worry about without trying to do good work with poor ink. There is, perhaps, one exception and that is black ink. This ink will be used more than any other and a good deal of it is used for blank forms and ordinary commercial printing. Therefore a cheap magazine black is a saving.

A drying rack may easily be made in the woodworking department. Trays with one-half inch spaces between laths, permit the drying process from both top and bottom.

The paper stock should be kept in a large cabinet or in a stock-room with built-in shelves. These shelves should be made to fit the stock. The common sizes of paper are 17x22 and 25x38 and the inside measurement of shelves should be approximately 20x25 and 29x43.

A bindery equipped with a 30" power paper cutter with two knives; a stitcher, preferably a Boston stitcher; and a Portland punch, will take care of all ordinary work. A few tables for storing cut stock, folding, gathering, etc., will help in turning out work rapidly and efficiently.

Other equipment such as lead cutter, mitering machine, Miller saw trimmer, perforating machine, folding machine, composing machines, and cylinder presses are valuable assets if their installation is necessary to round out the equipment of an already efficient shop.

Last, but not least, is the office. Desks and files should be installed to take care of all records. A desk for the student superintendent, one for the student estimator, one for the time-keeper, and another for proofreaders are necessary. Standard cost records should be installed in order to give the students practice in shop organization and print shop management.

The equipment should be arranged on an efficiency basis, so that students may learn the necessity of doing their work without the customery lost motion. The job, beginning with the filling out of the job ticket, should be estimated, recorded, and then sent to the composing table to be locked up. The ticket, with the form, then travels to the press room, from where the ticket is relayed to the stockroom where the stock is selected, cut, and sent to pressroom with the ticket. The job is then run and sent to the bindery to be padded, stitched, punched or trimmed, as the case may be, and the finished article is wrapped and returned to the office, with the ticket, to be again recorded and delivered. The equipment should be placed in the above order and the job should travel to its destination in as nearly a straight line as possible, without jockeying back and forth.

It is well worth while, a great time and trouble saver also pedagogically sound to supply each boy with a complete equipment for which he is held responsible. For instance, Johnny Jones is given No. 1 as his number. He uses and is responsible for a case of body type which is labeled No. 1; he works on cabinet No. 1 and is responsible for its appearance; he uses stick and line gauge No. 1 and it is his duty to see that they are placed on hook No. 1 at the end of every session; his job must be tied up properly and placed on galley No. 1 which must be stored in slide No. 1, for which he is also responsible. It is surprising how neat the shop is kept with this arrangement. Where it is necessary to have two boys use the same number at different times of the day it is again surprising how quickly the second boy will note and report any defects of arrangement due to the previous occupant; provided, of course, that he is held strictly responsible. This responsibility easily becomes a habit. When two or more boys use No. 1 during the day each boy should have a separate galley on which to store his job. These galleys are then numbered No. 1, No. 1a, No. 1b, etc. This also applies to the slides.

In order to make this treatise more definite a list of equipment is furnished for a vocational or trade school which is as nearly ideal according to the writer's opinion, as it is essential to an up-to-date school shop. This equipment is selected to take care of 35 students at one time, and is based on equipment now in use at the Boy's Technical high school of Milwaukee.

COMPOSING ROOM.

16 All-steel Adman case racks.
1 series of Artcraft 6 to 36 point.
1 series of Artcraft Italic 6 to 36 point.
1 series of Artcraft Bold 6 to 48 point.
1 series of Copperplate Gothic Light 6, 12, 18, and 24 point faces (smallest 12 point used in quantity for announcements.
1 series of Copperplate Gothic Heavy, 6, 12, 18, and 24 point faces.
1 series of Copperplate Gothic Bold, 6, 12, 18, and 24 point faces.
1 series of Copperplate Gothic Italic, 6, 12, and 18 point faces.
1 series of Engravers Bold, 6, 8, 10, 12, 18 point faces.
1 series of Plate Text, 8 to 24 point (12 point used in quantity for invitations, announcements, etc.)
1 series of Old English Text 6 to 36.
1 series Royal Lining Script 10 to 36 point. (12, 18, and 24 point used in quantity for initations, announcements, etc.)
1 series of Alternate Gothic 6 to 60 point.
40 lbs. Remington Typewriter type
1 series of Goudy Old Style 6 to 60 point

COMPOSING ROOM (*Continued*)

1 series of Goudy italics 6 to 60 point.
120 lbs. Century Expanded, 6 point.
200 lbs. Century Expanded, 8 point.
500 lbs. Century Expanded, 10 point.
120 lbs. Century Expanded, 12 point.
2 fonts each Century Expanded, 18, 24, 30, 36, 42, and 48 point.
1 series Century Expanded bold, 6 to 48 point.
1 series Cheltenham extra condensed, 6 to 60 point.
1 series Cheltenham Old Style 6 to 48 point.
1 series of Cheltenham bold condensed 6 to 72 point.
1 series Cheltenham bold extended, 6 to 60 point and 6 to 12 line in wood-type.
1 series Cheltenham bold, 6 to 60 point and 6 to 18 line in wood type.
1 series Cooper 6 to 60 point.
4 fonts Brass rule, 2 point body, hairline center face.
4 fonts Brass rule, 2 point body, hairline side face.
4 fonts Brass rule, 2 point body, point face.
4 fonts Brass rule, 2 point bory, full face.
2 fonts Brass rule, 3 point body, full face.
2 fonts Brass rule, 6point body, full face.
2 fonts Brass rule, 8 point body, full face.
6 to 8 sets of borders (selected according to taste). Also ornaments and initials, if desired. (The above borders, rule, etc., may be economically supplemented by linotype and monotype material).
500 lbs. 6 point slugs (labor saving).
500 lbs. 2 point leads (labor saving).
20 ft. of 6 point strip slugs.
20 ft. of 2 point strip leads.
20 ft. of perforating rule.
20 ft. of cutting rule.
1 font of lron furniture.
1 font of steel skeleton furniture. (Wood furniture and reglets come with imposing table.
1 planer with mallet.
1 proof planer.
1 doz. 9x13 brass galleys.
1 doz. 10x18 brass galleys.
6 brass galleys (20 in. double column.)
40 steel galleys 9x13 (for storage purposes).
24 steel galleys (20 in. double column)
18 Rouse or Star sticks (8 in.)
8 Rouse or Star sticks (10 in.)
4 Rouse or Star sticks (12 in.)
1 Wood type stick (24 in.)
2 Imposing tables 39x63 (steel top).
1 Miller saw trimmer with router and jig saw.
1 Lead and rule cutter.
1 Mitering machine.
1 Rule curver.
1 gross Wickersham quoins.
1 gross Hempel quoins. (four quoin keys for each)
1 Poco proof press.
1 Challenge proof press.
1 Washington hand press.
3 Linotype machines (1 model No. 1; 1 model No. 8; 1 model No. 9). (Liners and other equipment for linotypes optional to meet requirements.
1 Newway re-melting furnace. (500 lb. capacity.)
2000 lbs. of linotype metal.
2 Unit style chase racks.

PRESSROOM.

5 Chandler and Pierce platen presses (8x12, three 10x15, one 12x18 Craftsman heavy duty or Hartford press. All but 8x12 press equipped with motors.) (Two of the 10x15 presses should be equipped with vibrators and ink fountains. At least one press to be equipped with a Miller Feeder. All presses should have counters.)
2 Sets expansion trucks (10x15 and 12x18).
4 Numbering machines (numbering on press).
1 All-steel ink and roller cabinet.
4 6-inch Spatulas.
2 8-inch Spatulas.
2 Drying racks (may be built in school wood shop.) (Ink to be selected according to requirements.

BINDERY.

1 Diamond power paper cutter. (30 inch).
1 Boston stitcher (with motor).
1 Portland punch (with motor). (Punches and punch heads to be selected to fill demand.)
1 Perforator.
1 Stock cabinet or stock room with built-in shelves. Stock to be selected to fill demand.

OFFICE (TWO SECTIONS).

One section equipped for proofreaders, estimators, and superintendent, equipped with flat top desks and files. The other for instructors, with roll top desks and cabinets for storing samples of printed matter; also files for students records, etc.

EXTRA EQUIPMENT.

1 Pony Miehle.
1 No. 2 Miehle.
1 Cleveland Folder.
(Where this equipment is installed a larger power cutter is necessary, also additional ink and roller cabinets, and drying racks. The acquisition of an auto-lift truck will assist in handling paper stock.)
Paper holders and cutters should be installed to hold rolls of tympan and wrapping paper.

A French printer, who evidently makes a pretty extensive use of business journal publicity, advertises:

Imprimerie
Moins Cher
Plus Vite.

His slogan of "Cheaper and Quicker" is at least brief enough, and one wonders first if it is in exact harmony with the times, and—does it bring business?

They're all honest in West Bend, Wis. Joseph F. Huber, publisher of the West Bend *News,* declares there's no money in running "lost" and "found" ads, for before his weekly goes to press all of the "lost" ads are counterbalanced by the "found" notices. He being honest brings the losers and finders together.

Trade School Boys at Worcester

On March 28 the students of the Worcester Boys' Trade School, Worcester, Mass., enjoyed an inspiring talk on printing by Harry L. Gage of the department of Linotype typography, Mergenthaler Linotype company. Mr. Gage touched briefly on the early history of the art preservative, but centered his talk about the dignity of printing at this time. He spoke of the various departments of the business profession, and urged the boys, especially those who had not yet "found themselves," to give serious thought to the taking up of some phase of printing as a life-work. The talk was well received, and doubtless inspired many of the boys to pursue the study of printing with added interest.

The avowed purpose of the Worcester Boys' Trade School is "to educate and train the ambitious young man to meet the requirements of modern industry," and the school is carrying out that purpose in a most satisfactory way. Its printing department is modernly equipped, and in charge of thoroughly qualified instructors, Harry E. Milliken and his assistant, William H. Sullivan. Instruction is given in composition of commercial job work, pamphlets and books; imposition; job and cylinder presswork; make-ready for both type lines and halftones; estimating and cutting stock, and pamphlet binding. This school is one of the many throughout the country enjoying the use of one or several linotypes loaned free of charge by the Mergenthaler Linotype company.

Printing Plant in Oshkosh School

The printing plant just installed in the Beach Manual Training School at Oshkosh, Wisconsin, is up-to-date in every detail of its organization. The printing equipment was purchased from Barnhart Brothers & Spindler. Because of the enormous expenditure necessary to equip the plant with a complete line of fonts, only the light faces were installed, but arrangements were made so that the larger types could be installed later.

Brockett R. Bates, instructor in printing for the new department, is a resourceful printer whose wide experience has equipped him well for his position. He had instruction in printing in the University of Chicago Elementary School under Miss Katherine Stillwell and has been employed at several job and newspaper printing plants since. He recently resigned the position of printing instructor at Doctor Rumely's famous school, Interlaken, at Rolling Prairie, Indiana.

Craftsmen Organize in Worcester

A number of craftsmen from Boston and Springfield met at the Commonwealth *Press,* Worcester, Mass., on Saturday, April 1. Members of these clubs and others at Worcester also attended this meeting, which was for the purpose of organizing a Craftsmen club in that city. Edward W. Calkins, first vice-president of the International Association of Printing House Craftsmen and deputy for the board fourth district, organized the club.

At the meeting Vice-President Dallas of the Boston club presided. Arthur Chase of Commonwealth *Press* was elected president and A. L. Adams was chosen secretary. There were about twenty members present. The members from Boston club were, Brigham, Calkins, Dallas, Fielding and Power. Those from the Springfield club were, Hamilton, Porter, Bible and White. This infant club started with great enthusiasm and they have one of the greatest opportunities to be one of the leading clubs of the International association.

MACHINE COMPOSITION

Composing machine operators are invited to submit queries of any nature pertaining to the care and operation of the linotype, intertype, linograph, and monotype.

Intelligent reply will be printed in these columns. Where urgent need is apparent for a reply by mail, such service will be cheerfully rendered. This department is conducted by experts who are equipped through ability and experience to intelligently aid in surmounting composing machine problems. Send in your questions.

Thirty-Six Point on the Monotype

It is now possible to secure from the Monotype company an oversize pump body fitted with oversize piston and nozzle that may positively be said to produce solid, firm 36 point type. Up to a short time ago caster men maintained they could not secure type of this size sufficiently solid to withstand pressure, especially when forms underwent the stereotype process. The condition was aggravated further when dry mats came into common use, because of the tremendous pressure exerted.

There never was a basic fault with the machine that created this condition. Operators who understood thoroughly the casting of large display type have always been able to secure good results from the machine Yet when high productive capacity was required the results above outlined were obtained. If the metal was too hot, a cavity appeared directly below the character, and if the metal was cooled too much, the face was chilled. Even temperature regulation was therefore imperative.

With oversize pump body, piston to fit and nozzle of the proper size, perfect 36 point can be cast at reasonable speed. Greater volume of metal is forced at one time, and the metal can be run at a temperature that will permit of greater fluidity, thus assuring clean, uniform type of good quality.

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Electric Metal Pots

From time to time complaints are registered against electric metal pots on slug casting machines. Chief of these is that the temperature control is not stable. If there is one condition more than any other that tends to develop this fault, it is because the operator does not keep the metal in the pot up to a proper standard. Metal in an electric pot must *always* cover the heating units. If the units are exposed the temperature control is bound to be erratic, for the reason that the prime or stable temperature is set with the pot full of metal, and that therefore the control cannot work properly if parts of the heating units are exposed. It is also true that when metal is permitted to run too low in the crucible it takes a long time to build it up to the proper level, thus delaying satisfactory operation of the machine.

Keep the metal in the pot up to the proper level; see that the contact points in the control panel do not become oxidized or corroded, and if possible keep the mouthpiece on the old style control at "low", and on the new style controls having a rheostat at the lowest point. These points being observed success will always attend the operation of the electric metal pot.

Metal Escaping Around Plunger

On slug-casting composing machines it often develops that, even though a perfect face is secured and slugs have a solid body, they are hollow. Invariably it is found that the metal escapes from around the plunger in its downward stroke. The supposition directly arises that the plunger has become worn and is too loose in the well. A larger, or oversize, plunger is secured. Yet the same thing continues. The reason is, just as often as not, the well in the crucible has developed a crack, or is broken away from the crucible altogether. In order to determine the exact cause, before an oversize plunger is secured it is in order to make sure there is not a crack in the well, or that the well is not entirely severed from the crucible. In instances it has been found, upon investigation, that the well could be completely lifted out of the crucible because it was broken; or the well was cracked, permitting the metal to escape. If none of these conditions obtain, an oversize plunger is in order.

*

Display from Auxiliary Magazine

Multiple magazine line composing machines having the auxiliary or side magazine feature have proven invaluable because of their ability to produce large display type Auxiliary magazines will accommodate the lower case of practically all standard 24 point matrices, and many standard 30 point faces. Some argue it is not practicable to run the lower case in the magazine and the caps pi. It has been repeatedly demonstrated this is a very practicable way to run display mats in the auxiliary or side magazines. Composition today involves very little all-cap display. It runs mostly to caps and lower case or all lower case. Careful tests made demonstrate that an operator will assemble and cast a line of caps and lower case from an auxiliary or side magazine, picking the caps from the sorts tray and returning them by hand from the sorts stacker, in less time than the compositor will set the same line from the case. And the distribution is saved. A good operator, who knows the capabilities of his machine, and who puts the same thought into machine composition as the hand man does into hand composition, will secure splendid results.

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Practicability of Saws

Saws attached directly to slug-casting machines to saw the slugs as they are ejected are coming into common use, chiefly because they have demonstrated their utility and productive ability. It should not be taken for granted, however, that a saw is practical on every machine. The value of the saw lies chiefly in its application to multiple-magazine mcahines that maintain, say a 30-em measure, on all four molds for an entire day's output. The product of these machines is used chiefly in job or ad composition. In an ordinary ad, as they are prepared today, there are a multiplicity of measures. The time involved in sawing these various-measure slugs before the hand man can begin construction of his ad is a big factor in the cost of operation. It may be safely said, from an unbiased viewpoint, that a saw on a slug-casting machine will increase production on the hand side 14 to 18%. Men are not kept standing in line waiting their turn at the saw; true measures are always obtained, making for greater accuracy; the various sizes are all properly assembled and there is no danger of getting the lines mixed.

Influence of Live News on Advertising

Pertinence of Happenings of Day to Successful Exploitation of Merchandise Publicity Justifies Interest and Shows Results

By EDGAR WHITE

ON a recent morning I visited a store where I had the day before been promised an ad for the Daily *Chronicle-Herald,* and was greeted by the proprietor:

"The *Republican* scooped you on the council meeting last night."

"Yes."

When your paper is squarely beat there are no explanations. After a brief pause I asked:

"Have you got your copy for that ad ready?"

"No," said the merchant shortly. "I won't have an ad today."

As a rule both papers had been in the habit of getting the council meetings from the clerk. Nine times out of ten they are simply routine reports of bills allowed, improvement ordinances and the like. But one fatal night the mayor was away and some councilmen tipped the other paper off that there would be high jinks over the naming of some road commissioner. Some of the councilmen were opposed to certain men, and at the meeting there was some fireworks by prominent people that made intensely interesting reading to the citizens. And the other paper had it, while we didn't. I didn't say much about the matter, but at nearly every store I called on that morning some one reminded me that we had been scooped on the council meeting. It had a very decided bearing on our advertising that day, and for several days.

But that week we put more steam on the news end, and by Monday the sting and its effects had been wiped out by energetic effort.

Advertisers are keen observers of the interest people show in a paper. Many of them select days when some important event breaks to insert large business announcements. We have in our office an old scrap book in which one of the early day merchants kept printed copies of his advertisements. None of the Macon papers were getting real telegraph in the "70s," but this merchant somehow got the news of the French capitulation at Sedan, and used it as the heading for a half page advertisement. I wasn't here to know about the effect of that particular advertisement, but I noted from the scrap-book that most of this man's ads were headed by some very important world event, and old-timers tell me his method soon made his store the most prominent place of business in the county. They said the small town papers didn't feature big events then, but devoted themselves mostly to politics and local news. The store built to such large proportions by its unique advertising method made its proprietor rich, and it is running successfully today by men of a later generation.

In addition to featuring big news events in his advertising this merchant of the 70s adopted an intensively aggressive style in describing his stock and prices, a style very different from the more terse and dignified expressions that characterize modern appeals for business. The newspaper men of the section, however, admit that Tom Robinson's shoulder-hitting ads were the best trade producers ever printed in North Missouri.

While the wire is bringing in the world news, and the reporters are ransacking the town for local stuff a most vital class of information is that obtained from the farmer and stockraiser. This must be handled by a specialist acquainted with the theory of planting and garnering. The rural correspondent is a big help in reporting results, if he is encouraged to devote his energies in the right direction. The farmer who works out some new method for handling pigs, poultry, cattle, or in dairying is always glad to explain his way, and it makes important reading for hundreds of others engaged in a like pursuit. In our office we regard farm news as the most valuable that comes across our desk, because ours is largely a farming and stock raising county.

Of late years the farmer has been offering the newspaper a most generous advertising patronage. In a recent issue of the daily we carried 21 stock sale advertisements, besides a great many small ads for poultry, pigs, grain and so on.

The printing of the daily markets by wire, movements of the various producing associations and the individual activities of the planters bring us this business from them.

Personally I do not like overly large telegraph news stories, but as advertising manager I knew their influence. When the story comes of a tornado, a big fire, the wreck of an airplane or a disaster on the railroad, you will see people in the stores and on the streets eagerly scanning the paper. Human interest! They'd drop anything to read the tale under the big headlines. Then they carefully put the paper in their pockets to take it home for the folks there to read. And the sagacious merchant knows when that paper is in the household it will be read clear through to the bottom line on the last page—ads and all.

I have always found work of getting ads easier following a day when the paper has been unusually good. The merchant hears others talk about things in the paper, and he wants his announcement in a paper that is talked about.

It doesn't hurt a bit for a newspaper to discuss its good news service. If it is good for merchants to call attention to their wares it is certainly legitimate for the paper to refer to its accomplishments. It inspires people with confidence, and causes them to pay closer attention to what the paper is doing.

We had a unique deal with an advertiser, which he said was effective in interesting people in his story. The contract specified that his ad should run three days in a week, and that in the upper right hand corner there was to be in a box a short news story of novel character. I remember one of the stories was about a young married couple who brought suit against a charivari party for the loss of a cow; the party made so much noise, the cow was frightened and ran into a barb wire fence with such force that she died from the injury, or was killed to put her out of her misery.

There is a legend in the local printing offices that an enterprising firm of tailors sought to hook a little advertising on the story of a wedding among some high society people. The interpolation, for which real money was offered, read:

"The groom looked every inch a man in his handsome suit made for the occasion by Cutt & Fitt, tailors; rates reasonable."

That was a concrete recognition of the value of live news as a working partner with advertising.

Shall We Launder Our Newspapers?

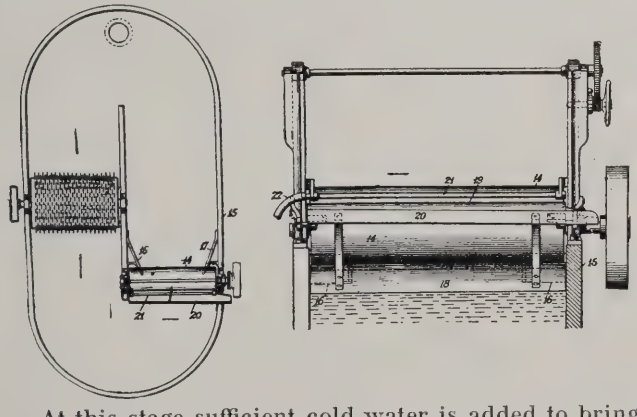
THE struggle for paper has left its scars on a good many newspaper men, and we have still the bogies of the price of paper and the cost of composition to cast a gloom on our enterprises.

Every little while we read whimsical stories of economies in paper substitutes, such as menu cards being printed in an "assimilable" ink confection on pastry crust wafers which the American citizen can eat or crumble into his soup. Or the menu may be printed on his table napkin and taken out in the wash.

From time to time we have noted the progress being made in the efforts to restore newspapers to the pristine whiteness of the uninked sheet, so that instead of the dead issues going to make millboard or wallboard or wrapping paper it will come back home to the newspaperman like his shirt and cuffs and collars.

This may be a bit fantastic, taking all the economic factors into consideration, but there have been some mighty fantastic things turned into magnificent practical realities within our own recollection. However, here is a description of a method of laundrying newspapers published in *Chemical and Metallurgical Engineering* that may be the beginnig of "something different":

De-inking of Paper:—In a recently patented method for removing printer's ink from paper, the waste paper (printed newspapers) is macerated in an ordinary beater or is shredded by other means and the stock then transferred to the beating machine. After heating to about 140 deg. F. and made up to a consistency of about 6 per cent, enough soda ash or other alkali is added to give the whole a decided alkalinity. After beating for a short time, say from 10 minutes to half an hour, sufficient ordinary laundry soap is added to form a saturated solution and the beating is continued until the oil of the ink is thoroughly emulsified.



At this stage sufficient cold water is added to bring the consistency down to about 3 per cent and to reduce the temperature to 100 deg. F. The effect of adding the cold water is not only to thin down the stock but also to throw more or less of the soap out of solution, with the result that as the agitation or beating continues, the emulsified soap, oil and pigment will rise to the top in the form of dark soapy bubbles. These may be removed from the surface of the stock as it flows around the beater by any convenient means, as for example by rotary washing screens, but preferably by a rotary skimming mechanism devised by the patentees. This mechanism consists of a wooden roller (14) so arranged that its under side just touches or is but slightly above the surface of the stock. In front of the skimming roller are two inclined deflectors (16, 17) extending under the roller as indicated in the accompanying figure, for the purpose of concentrating the bubbles toward the center of the roller. Beyond the roller is a dam (18) extending transversely across the channel between the midfeather and the side wall, and preferably inclined, with its upper edge close to the roller (14). The dam extends down a short distance into the stock, so that its effect will be to cause itself to flow down and under the dam, while the bubbles, trapped by the dam, and brought into contact with the under side of the roller, may adhere to the latter and be carried upward.

Across the roller at a suitable point below the top thereof is a doctor (19) in close contact with the roller, so that the bubbles are scraped off by the doctor as the roller revolves. The doctor is inclined, as indicated, and at its lower edge is a backstrip (20) forming a trough. The trough thus provided is slightly inclined so that the oil, pigment and other matters will tend to flow down the same and out over the side of the wall (15), where they can be discharged. To facilitate this flow of the material, a spray pipe (21) is provided, extending across the doctor at a slight distance about the same and connected at one end, as 22, with a source of water under pressure. The pipe has a series of perforations on its under side, so that the water is discharged in the form of jets upon the doctor to wash down the material scraped from the skimming roller.

After the stock has been cleansed by skimming and washing as described, it may be formed into standard pulp laps on an ordinary "wet machine," or it may have added to it in the beater such color and mordant as may be desirable, and may then be run directly to the paper machine. For some purposes it may be mixed with new pulp in any desired proportion.

Regarding the Retail Price List

The Retail Price List was discussed at length during the annual conference of the Second District Typothetæ Federation, held in Rochester, N. Y., March 10 and 11. W. J. Eynon, of Washington, D. C., and a past president of the United Typothetæ of America, was the speaker on this subject.

Two important resolutions bearing on the Retail Price List were passed. The first of these reads as follows:

WHEREAS, The Second District Typothetæ Federation and all its locals have made repeated demands for introduction of a retail price list, and

WHEREAS, The wholesale paper merchants serving the Second District Typothetæ Federation have seen fit to deny the printers of the Second District Typothetæ Federation this ceasure of needed reform to which we believe we are entitled,

THEREFORE BE IT RESOLVED, That we repeat our previously expressed demands and reaffirm our conviction that the denial to printers of a sales policy which prevails almost universally in other industries manifests a lack of intention to co-operate and a contempt for the printer's importance as a factor in the distribution of paper which merits our just resentment, and

BE IT FURTHER RESOLVED, That every member of this federation be urged to impress upon the wholesale paper merchants by any means within his power, his belief in the merit and justice of the retail price list and his desire to see its early adoption.

The second resolution had to do with standard mill brands and reads as follows:

WHEREAS, we believe the more general use by printers of standard mill marked brands of paper would tend to greater economy in the manufacture of paper and a consequent probable reduction in its cost, and

WHEREAS, we believe the use of standard mill brands of papers affords to the consumer greater guarantees of uniformity in quality,

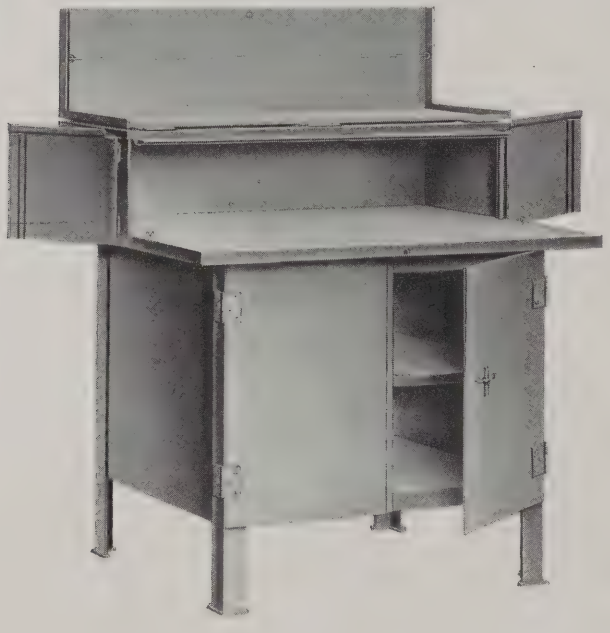
THEREFORE BE IT RESOLVED, That we, the Second District Typothetæ Federation favor the use of standard mill marked brands wherever possible, and approve the compilation of suggested re-sale price lists, which will show where standard mill brands can be obtained in the various localities within the Second Typothetæ District.

Elevating the Newsboys' Calling

THE Hamilton Manufacturing company, of Two Rivers, Wis., have recently developed something entirely new, although novel and useful, in an all-steel newsstand, like illustration herewith.

The design is splendid and the idea commendable in that it not only makes for "the city beautiful" but also tends to elevate the newsboys' calling.

The elimination of the unsightly boxes and benches from the streets is a move in the right direction. Newspapers are merchandise, and neat, attractive display should mean increased sales. The Hamilton design provides ample room for a goodly supply of local papers, while the top cover, when opened, as in illustration, may be utilized for the display of foreign papers or magazines.



When in use the front sides of stand fold back, thus providing maximum display from three sides. A drain is provided under the hinges in the top, so that when the stand is closed any water seeping in around the folded section is drained off, thus keeping all contents of the cabinet perfectly dry.

In the bottom is a compartment with shelf covered by doors with lock and key, for storage of surplus stock and miscellaneous material. The top is secured with padlock, thus making the whole a complete salesroom, with ample storage facilities for the newsboy.

The stand is built of steel of standard Hamilton construction, with two coats of green enamel paint baked on. It is handsome and durable and should appeal to all publishers who desire a better showing for their product and who believe in a greater development of their "city beautiful."

*

Well Known Editor Dies

On the event of the death of Frank Hammill, publisher and editor of the Spooner, Wisconsin *Advocate*, the newspaper fraternity of northern Wisconsin lost a member of unusual caliber. Besides being a newspaper man in the best sense of the term, with decided opinions and honest convictions, he was also active in many other lines for the betterment of his community. Mr. Hammill was elected president of the village of Spooner in April, 1903. He held this office continually, except for two years, until Spooner was incorporated as a city in 1910. He was then elected mayor and held this office until 1918. From the year 1904 and during all his terms of office he edited and published the Spooner *Advocate*.

Ludlow Appoints District Manager

H. H. Muir, of the Ludlow Typograph company's home office, Chicago, has been appointed to manage its eastern district, taking full charge of the New York office.

This eastern district includes the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Virginia, West Virginia, North Carolina, and the District of Columbia.

Mr. Muir is well known and popular in composing room circles He looks and acts like a young man, but admits having been connected with the printing industry for a considerable number of years. He was born in Ohio and served his apprenticesbhip in the old and well known Laning plant at Norwalk, Ohio.

From Norwalk Mr. Muir went to Cleveland, where he operated a linotype on the Cleveland *Press* for a term of years. In those days he was known as a "swift."

After considerable printing experience, in Cleveland and in other cities, Mr. Muir joined the small but active force which was engaged in developing and perfecting the ludlow.

Mr. Muir has been with the Ludlow company almost from its beginning and for some time was himself its entire field force. He installed the first ludlows put into practical operation, and by his untiring zeal has contributed greatly toward making the ludlow the commercial success that it is.

"Hobe" Muir admits that he is a real printer, that he understands the printer-man and that therefore he thoroughly believes in him. He really knows the ludlow and the elrod and their use, and therefore believes thoroughly in them, too.

In placing Mr. Muir in charge of sales and service in its big eastern district the Ludlow company has given of its best to the great printing and publishing industry in that district.

Present and prospective users alike can feel assured that Mr. Muir is not only fully competent, but sincerely desirous, to be of maximum real service to them.

*

Intertype Reports Good Business

The Intertype corporation announces that it shipped more machines to customers in March than in any previous month in the history of the corporation. It previously advertised the fact that more machines were shipped to customers in January, 1922, but March exceeds the record made in January. The corporation also sold more machines in February than in any previous February in the history of the company.

G. C. Willings, vice-president in charge of sales, states that business conditions have greatly improved within the last few months, not only in the United States but throughout the world, and that the intertype, from all indications so far this year, will have the greatest year in its history.

*

English Typography

Styles of typography in England still resolve themselves around the elaborate use of rules worked up into all sorts of fantastical shapes. A series of publications recently received from London show a marked absence of anything relating to real typography. Excessive use of unrelated borders and ornamental material and the use of extremely bold face types seems to be the universal order.

American typography is far in advance of that produced by the English craftsman and if anyone who has not yet come to an appreciation of real typography desires to satisfy himself as to the merits of our work he needs only to compare the high class material produced in American printing establishments with the product of the English printer.

Intertype Corporation Prospers

A recent financial statement issued by the Intertype corporation shows a net profit of $306,853.95 for the year 1921, after deducting $90,000 for taxes. This is the second largest annual profit in the corporation's history.

Liberal reserves have been set aside for depreciation of machinery and equipment and other contingencies, the machinery reserve being $850,000, against a total equipment value of $1,614,681.01. Patents and patterns are valued at $1.00.

Out of the December 31st, 1920, surplus and profits, President H. R. Swartz states, there were paid quarterly dividends of 2 per cent each on the first preferred stock and two dividends of 3 per cent each on the second preferred stock. These items amounted to $143,106.00.

The largest contract ever written for three magazine composing machines, covering 50 Model C intertypes, was secured during the year from William Randolph Hearst. Other large orders were for 20 three-magazine machines for the New York *World,* being the third repeat order from that paper, which now has 34 Intertypes in operation, and an order for 12 two-magazine machines from the Providence *Journal,* this also being a repeat order and giving the *Journal* a battery of 19 intertypes.

Due largely to depreciated exchange and in order to meet European competition, also to give prompt service to intertype users in Europe, a contract was consummated with Krupps, of Essen, Germany, for the manufacture of intertypes and supplies. An English company also was formed, which has a plant in London, at present confined to storage, service, and assembly, to serve England and the allied nations.

*

Linotype Exhibit at Convention

One of the most interesting and instructive of the one hundred and eighty-five exhibits held in connection with the recent convention of the National Educational association, in Chicago, was that of the Mergenthaler Linotype company.

The exhibit included a model 14 linotype in operation and an interesting display of linotype typography. Part of the space was given over to a showing of the Chinese phonetic syllabary (Chu Yin Tzu-Mu), one of the fifty different languages now being composed daily on the linotype.

As more and more technical and trade schools in various parts of the country are coming to teach printing, and particularly linotype operating, many of the school men in attendance at the convention were attracted to the linotype exhibit, and displayed much interest in what was shown there.

*

Reserve Space for Exposition

Since the last announcement of space reservations in the Graphic Arts exposition, which is to be held in Boston, August 28 to September 2, the following companies have made reservations for space, American Type Founders company, Boston American, A. W. Hall & Company, International Paper Box Machinery company, the Barta Press, A. E. Martell & Co., McCain Bros Manufacturing company, National Printing Ink-Makers' association, New England Photo Engravers association, R. S. Peck & Co., Simmons Manufacturing company, Taylor Registering & Projector Co., Thompson & Norris company.

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Wausau Paper Continues

The demands of the Wausau (Wis.) Daily *Tribune* have been met by its stockholders and it announces that publication will be continued. George W. Lippert, who recently resigned as a member of the socialist party, is president of the publishing company.

Twenty-Six Students Itinerants

TWENTY-SIX members of the Graphica, the student organization of the department of printing and publishing, Carnegie Institute of Technology, Pittsburg, Pa., spent their Easter vacation on an extensive inspection trip. The party was away from April 5th to the 15th, on a tour that covered Springfield, and Holyoke, Mass., New London, Conn., New York City, and Philadelphia.

Some of the largest plants in the country were visited by the students, the variety of interest touching upon every phase of work included in their course of instruction at Carnegie Tech.

On April 6th, the itinerants, in charge of faculty members J. E. Creech, instructor in presswork, W. Edward Thacker, instructor in typography, and J. C. Martin, instructor in machine composition, visited the Strathmore Paper company plant in Springfield, Mass.

The next day, in Holyoke, Mass., the American Writing paper company entertained. The next jump was to New London, Conn., where the plant of the Babcock Printing Press company was inspected.

Three days were spent in New York City. During this period the following shops were visited: Wyncoop-Hallenback & Crawford company, Mergenthaler Linotype company, Sinclair & Valentine Ink company, Bartlett-Orr Press, Printing Crafts building, Rudge Printing company, American Type Foundry, New York *World,* and Federal Printing company.

At Philadelphia the party called on the following plants: Lanston Monotype company, Dill & Collins Paper company, Curtis Publishing company, Royal Electrotype company, the Philadelphia *Bulletin,* and Franklin Printing company.

The printing and publishing course at Carnegie Tech is one of the most thorough and elaborate given in any technical college. The regular day course extends four years leading to a degree of bachelor of science in printing.

The regular course in printing is planned primarily to train men for executive positions in the printing industry. The unusual educational back-ground afforded the department of printing, and the content of the courses of study, have led the United Typothatæ of America to select it as their official technical school of printing.

*

Linotype Universal Leaders

A distinct innovation in standardization has been accomplished by the Mergenthaler Linotype company in adopting a Universal leader having the same weight of dots, hyphens or dash lines, as the case may be, for all faces from six to twelve point.

Heretofore the use of leaders in composition has involved two serious problems. The first (purely typographic) has been to keep the appearance of the composition uniform when different-sized leaders have been used on the same page. The other problem (entirely mechanical) has been to decrease make-ready time on the press by avoiding the necessity of cutting the leaders out of the overlay to keep them from punching through the sheet.

The new universal leaders solve both of these problems. The weight of face in all sizes of these leaders is exactly the same, and they are driven slightly shallower than type-high, so that they will not "punch" in printing. With them a leadered form requires no more press-preparation than any other sort of type form. This is an exclusive, patented linotype feature.

*

Wisconsin Incorporations

Portage Printing Co., Portage; $15,000. P. Pfeil, J. Manteufel, R. Watson.

Beyer-Blankenheim Printing Co., Milwaukee; $25,000. H. Beyer, P. Heisenheimer Jr., A. Blankenheim.

Side Issue Work for Aspiring Writers

Ambitious Authors Cannot Hope to Find Pot of Gold at Rainbow's End Unless They Embark on Journey to Seek It

By S. F. ROBERTS

EVERY professional writer, with the exception of the great stars, is occasionally in need of a little extra money. The publishers do not always pay for manuscrips on acceptance, sorry to say, nor do they invariably send checks immediately as stories are published. The average writer knows exactly what his or her monthly income will be. Dull periods are bound to come along, even in times when you have hundreds of dollars' worth of accepted material ready for publication.

Many of the most famous writers such as Oliver Goldsmith and Edgar Allan Poe, for example, experienced financial difficulties mainly because they were poor business men. Apparently, they were not capable of following their profession on a business basis. The progressive writer of these days works differently than Goldsmith or Poe worked in the past. The modern writer may not be able to produce literature of the Goldsmith or Poe quality, but at least he knows how to earn a good living with his typewriter. In these times, there is no reason why any efficient writer cannot have enough regular business to keep him profitably employed during all seasons of the year.

It may be romantic for a writer to live in a garret and almost starve while waiting for checks, but at the same time it is decidedly inconvenient. If you happen to die in that state, your friends may have a handsome monument erected to your memory, but the chances are that they will forget all about you after you have passed away. Look to your health and comfort first, and let the matter of fame take care of itself.

Side-issue work is solving the financial problems of many writers today, and it can be made to help the progress of many other writers who would be willing to give it a try-out. No, we do not mean that a writer should work at brick-laying, or do any other kind of manual labor as a "side line." There is plenty of "literary" work to be done "on the side," and there is more than enough of such work for those who know something about the science of business promotion.

Allow me to relate some of my own personal experiences in the field of business, simply for the purpose of suggesting opportunities to others who may care to adopt the same methods:

During the last seven years or more I have made it a practice of spending one or two days of each week in the main business district of Philadelphia, calling upon editors, advertising firms and business concerns in general. These calls have led up to a large number of orders for special articles and copy-matter for various kinds of advertising literature. Among the important orders were several large-size catalogs, two house magazines and a series of booklets on historical subjects. All of this business was gained by me simply because I had nerve enough to ask for it.

My first big job of a side-issue nature was an illustrated catalog of machinery and supplies. The text matter for this book was extremely technical, and I found it essential to devote a great deal of time to study of the machines in question before preparing the manuscript copy. Under these circumstances, I found it advisable to work on a salary basis while fixing up the material for the catalogue. The job lasted for nearly four months, and it was necessary to work hard, eight hours every day, to complete it in the length of time mentioned. The compensation was substantial, however, and I was well satisfied with the entire arrangement.

Some months after that catalog had been completed, I happened to hear the news of a certain advertising manager, of Philadelphia, making ready for a trip abroad—a journey that was to extend for a whole year. At that time I had just run into a dull business period; checks were coming in dreadfully slow, so what did I do but call upon that departing advertising manager and have a short talk with him. The result of this interview was interesting. I was engaged as "substitute" advertising manager, two days of each week, for a term of one year. It was a golden opportunity for me. I was practically sure of a certain sum of money for that year, and four days of each week during that period could be devoted to my own writings. Moreover, I would have the advantage of learning more about advertising writing while holding the "side-issue" position referred to.

My expectations were fully realized. During that year I was successful in writing and selling an unusually large number of special articles and in the meanwhile I had been enjoying wide experience in the preparation of advertising literature, arranging copy and layouts for display advertisements, and other work of this class. It is only fair to state that I had previous training in advertising writing, but my part-time job was one that could have been readily held by any experienced writer without trouble.

Right here I want to say that any good literary worker is capable of writing the average run of advertising copy. If you have had instruction, or practical experience, in such work, so much the better, of course, and a high class course in advertising writing is worth while for anyone, yet the fact remains that the average literary worker will find advertising writing comparatively simple work. I am speaking now after having had more than 16 years' experience as a writer in many different fields. For about four years I worked almost exclusively as an advertising writer, so I ought to know something about such work.

According to my own observation, the average writer of advertising copy eventually suffers the same fate as that suffered by the average "re-write" man in a newspaper office. What fate? Why, he runs dry of ideas. And, it may surprise many to learn the truth that the average advertising writer is not adapted to writing feature articles for magazines, short stories, technical articles, etc. There are exceptions to this rule, of course.

It is all right for a good literary worker to do some advertising writing as a side-issue, but I would not advise doing too much work of this variety. Your literary work—original articles and stories—should always be of the first importance.

Upon the return home of my friend, the advertising manager, my two-days-per-week job became void, but I was now in a financial position to continue my work as a freelance without having to worry over money matters for some time at least. Nevertheless, I resumed my previous plan of calling upon "customers and prospectives" two days of each week, and it was not long before I had procured numerous orders for copy writing. One manufacturer desired a series of about a dozen circular letters concerning a new line

of fabrics. My letters proved quite successful, and the manufacturer then had me write a booklet and a small-size catalogue on the same line.

One day, while talking with a well-known business man, of Philadelphia, that man suddenly thought of a friend—a manufacturer of tire-making machinery, of Trenton, N. J.—who was in need of a new catalogue on the tire-making machines. I arrived at Trenton on the following morning; called upon the manufacturer, and before noon of that day, the order for writing the catalogue was mine. Little did I know about tire-making machinery, but after having spent a few hours at the factory where the machines were being built, I had learned something about them. The superintendent explained every detail of each machine in his own peculiar language but it never would have done to write the text-matter in the superintendent's exact words. I simply wrote down the information in my own language, so as to make everything as plain and understandable as possible. Afterwards, I edited my own copy, and finally completed the work to the best of my ability. Happy to say, that catalogue proved highly pleasing to the manufacturer, and later on he gave me an order for mailing cards.

While making my rounds one day I met an optometrist who explained that he had written a manuscript on the subject of eye-strain, and that he desired to have the copy re-written in better style. It needed "editing," all right. It required a full day's time to whip the matter into proper shape, and the optometrist gladly paid the essential cost.

My next side-line job was a catalog of dental equipment and accessories. The finished product must have been O. K., for about a year later a manufacturer of artificial teeth sent for me and asked me to make up a catalogue for his house, mentioning the fact that the dental supply man had recommended my work. While I was engaged in writing copy for the tooth catalogue, another order come from a manufacturer of cranes for a catalogue on that line. "Variety is the spice of life." For a real change of "atmosphere," try writing about artificial teeth and giant cranes alternately! Strange as it may seem, both of those catalogues were produced easily and were well received.

Once, when I had nothing else in view, I wrote a humorous short story on the subject of good dress. I then submitted the manuscript to a haberdasher and suggested that he have the story published in booklet form for distribution among his trade. He followed this suggestion and had several thousand booklets printed. The success of this venture encouraged me to work up booklets for dealers in other lines, including shoes, stationery, printing, paints, and furniture. I had difficulty in selling some of these ideas, and some I did not sell at all, but in most instances my manuscript was disposed of at a fair price.

I have said sufficient to illustrate the tremendous field for new business that is open for any writer with ideas. Do not spend all of your time at home writing articles or short stories. Go out at least one day of each week and see what you can find in the way of side-issue work. Call upon the editors, advertising agents, and business men of your town. Tell them about the kinds of work which you are producing at home. Explain that you are in a position to do work like compiling catalogues, writing advertising literature. preparing display advertisements, editing poorly-written manuscripts, and so forth. Business concerns who put out house magazines may offer you a part-time position. Advertising managers and editors may also offer you opportunities.

Who knows but that in going around among the business houses of your city you may suddenly discover your "Blue Flower?"

Rules Governing Inserts and Supplements

There frequently is a question raised as to the mailability of extra sheets containing advertising exclusively, when folded in with newspapers. Here follow excerpts from the U. S. postal laws and regulations which should clear this problem:

"Sec. 437. Publishers of the matter of the second class may without subjecting it to extra postage, fold within their regular issues a supplement; but in all cases the added matter must be germane to the publication which it supplements, that is to say, matter supplied in order to complete that to which it is added or supplemented but omitted from the regular issue from want of space, time, or greater convenience, which supplement must in every case be issued with the publication.

"Sec. 438. A publication entirely distinct from and independent of the regular issue, but complete in itself, especially if it be not germane to the regular issue nor connected therewith shall not be accepted as a supplement.

2. Circulars, handbills, show bills, posters, and other special advertisements shall not be accepted as supplements. Advertising sheets consisting entirely of advertisements, or of a combination of literary or pictorial matter and advertisements, issued by business houses and furnished to publishers for the purpose of being circulated with second-class publications, shall not be accepted as supplements or covers to such publications when mailed at the second-class rates of postage.

3. Matter printed elsewhere than at the office of publication, to be used as supplements to various newspapers for the purpose of securing circulation of advertisements of private business, or covers to such publications, when mailed at the second-class rates of postage, shall not be accepted as supplements, even though containing literary matter.

"Sec. 439. Publications of statutes, ordinances, proceedings of public or deliberate assemblies, boards, or conventions, advertisements of tax rates, or other notices or advertisements required by law to be published, whether gratuitously or for compensation, are proper supplemental matter.

2. Supplements shall in all cases bear the full name of the publication with which they are folded, preceeded by the words "Supplement to————————," and also the date corresponding to the regular issue.

3. Maps, diagrams, illustrations, etc., which form a necessary part of a publication, shall be admitted, either loose or attached, as a part of the publication itself, without the words "Supplement to ————————."

4. Supplmeents shall not be combined with orders for subscriptions, or bills, or receipts for subscriptions.

5. Supplements shall be folded with the regular issues they purport to supplement. If mailed otherwise, postage shall be prepaid at the third-class rate by stamps affixed."

Gage Addresses Printing Class

On March 2, Harry L. Gage, of the department of Linotype Typography, Merganthaler Linotype company, gave a talk on "Layout and Design" to the students of the printing department of Wentworth Institute, Boston. The speaker told the forty or more students of the opportunities to be had in the printing industry by young men qualified to do high-class work. He urged the boys to give serious thought to the subject of layout and design, with the idea of equipping themselves to become finished typographers. Wentworth Institute is one of the schools enjoying the cooperation of the U. T. A. Department of Education.

Book Review

Textbook of Printing Operations

THE above is the title of a new book from the pen of C. W. Hague, B. A. head of the printing division of the Stout Institute, Menomonie, Wis., and published by the Bruce Publishing company, Milwaukee.

While the author's preface conveys the thought that this book is written primarily for vocational and public schools teaching printing and allied subjects, the writer finds within the covers a very comprehensive and exhaustive treatise of what may be said to be an ideal textbook for apprentices in the printing trades generally.

The contents are divided into six sections: one, straight composition; two, display composition; three, lockup and imposition; four, platen presswork; five printing inks; six, paper. The student finds it possible to adapt this work to his training from the beginning of his apprenticeship, and to use it advantageously as a companion during the tenure of his training.

The author has covered every department in a manner so analytical that its understanding and consequent absorption will be easy for any young man.

Young men will not interest themselves in books, be they ever so carefully prepared and thorough in their methods, if the employer does not manifest a personal interest. It appears to us that if the master printer would secure some such book as that prepared by Mr. Hague, place it in the hands of each of his apprentices and follow through with personal interest the period of training of the apprentices, the industry would be the richer in craftsmen.

The book sells at $1.00 and yet the dollar invested in the man and his progress as a craftsman will come back an hundred fold in the course, not of years but in just a few months.

*

New Typographic Manager

Sol. Hess has been appointed typographic manager for the Lanston Monotype Machine company, Philadelphia, to succeed Wm. C. Magee, who becomes assistant production manager for Barton, Burstine & Osborne, Inc., New York.

Mr. Hess graduated from the Pennsylvania museum and School of Industrial Art when very young. His studies there were under the direction of such artist-teachers as Alice Barber Stephens, famous illustrator; Alexander Sterling Calder, who modeled a great deal of the statuary at the San Francisco exposition; Howard Fremont Stratton, famous painter of still life, and Vernon Howe Bailey, illustrator for *Scribner's, Century* and other high-class publications.

Soon after his graduation, on November 15, 1902, Mr. Hess joined the Monotype organization and has made type designing his life work.

Mr. Hess made for Bishop Ortynsky the beautiful Russian type known as Church Russian. This was adapted from the print of a very rare Russian bible owned by the bishop. Mr. Hess also has just completed the ancient Hebrew face based on the old Portuguese Hebrew. This was done in collaboration with Dr. Cyrus Adler of Dropsie college.

*

Linotype Executives Go Abroad

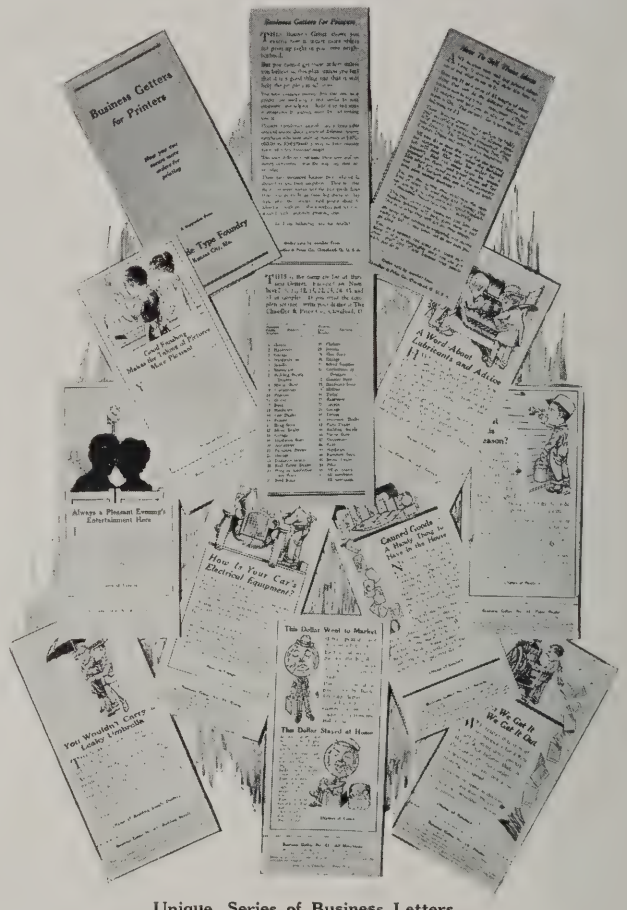
Norman Dodge, general manager of the Mergenthaler Linotype company, and C. A. Hanson, general works manager, left New York City April 11 aboard the Aquitania for a three months' business trip abroad.

Messrs. Dodge and Hanson will spend several weeks in London at the head offices of Linotype and Machinery, Limited, and at Broadheath, near Manchester, where the mammoth plant of that company is located. They also plan to visit the Paris and Berlin agencies of the Mergenthaler Linotype company.

Business Getters

To help printers in the smaller towns get more business the Chandler & Price company is distributing, gratis, their Business Getters for printers. This effective sales help is being sent to printers all over the country through the jobbing connections of this company.

The series consists of a set of 53 illustrated cards, each on some particular business, and such as might be sent out by grocers, real estate men, garages, etc.


Business Getters for Printers
Always a Pleasant Evening's Entertainment Here
How Is Your Car's Electrical Equipment?
Canned Goods A Handy Thing to Have in the House
You Wouldn't Carry a Leaky Umbrella
The Dollar Went to Market
The Dollar Stayed at Home
We Got It. We Can Fix It, Too.

Unique Series of Business Letters.

As is explained in the letter accompanying the series, the printer takes the "grocer" card, for example, to one of the grocers in his town. He shows the grocer just how the cards will look when delivered, and takes the grocer's order for a quantity of cards.

The printer then gets the cut required to print this particular card from his jobber, in some cases, or from the Chandler & Price company. This cut is furnished at scale cost, plus postage. The printer then sets up the job following the sample card, inserts the dealer's name and runs off the quantity ordered.

*

Advantages of Automatic Job Press

A printer in Baltimore started with one platen press. With the aid of his wife he made a living, saved some money, and bought an automatic job press in time. He found this press profitable. In describing his satisfaction he said: "With my platen, when the telephone rang, I stop my press; when a customer came in, I stop my press; when I make a price, I stop my press; when a salesman came in, I stop my press. That press won't work if I am not with it. I am the slave of that press. Now my little automatic cylinder job press sets me free. I do what I please and it keeps on a-printing. When the last sheet is printed, only then my automatic stops, except if a torn sheet stops it, for it won't take a spoiled sheet from the pile.

Department of Newspaper Criticisms

Publishers and editors are invited to send to the National Printer-Journalist, Montgomery Building, Milwaukee, Wis., copies of their newspapers for constructive criticism. This department aims through intelligent, honest review to be helpful in improving the typography and general makeup.

Asheville (N. C.) *Citizen*—Extraordinary profuse use of condensed cap heads on first page, together with method of grouping two or more together, tends to make difficult reading and uninteresting makeup arrangement. Smaller items at tops of alternate columns would spread the heads out and keep them from clashing. Refer you to papers using all cap and lower case heads for beauty in symmetry and pleasability. Suggest setting editorials in ten point on eleven point slug, instead of excessively leaded seven point. Makeup generally good and news matter shows careful handling.

✲

Ravenna (N. Y.) *News-Herald*—Very creditable anniversary edition in which the historical matter is well handled. Would not recommend Bodoni for heads, even in cap and lower case, because of its strained severity.

✲

Fort Myers (Florida) *Tropical News*—Congratulations upon giving to Florida so enterprising and withal good-looking paper. Every department shows care in preparation and handling. Mechanical details especially well treated. May we suggest that less generous use of all caps for heads give way to cap and lower case and that heads be more generously separated instead of grouping. Greater pleasability and therefore pleasability will result.

✲

East Hartford (Conn.) Weekly *Gazette*—Where large numbers of small ads run on contract for a specified period, it would be interesting if all were given a plain one point border, which would afford general page neatness. Also, if these small ads were confined to one series of type, it would make the pages considerably more attractive from the reader standpoint, especially if these ads are grouped pyramid fashion at the right side of the page. First page heads would probably appear to better advantage if large heads are run in alternate columns, so as to avoid tendency of "running together" when reading.

✲

Bronx (N. Y.) Home *News*—Upper Manhattan continues to interest itself in the Home *News* in ever increasing numbers, which is manifested in increasing advertising patronage. Unprecedented success of what virtually amounts to country newspaper work in the biggest city of the world demonstrates the fact there will always be a place for the paper featuring community news. Makeup is well handled and ad composition is of an extremely high order. Were it not for the fact that so much news must necessarily be handled, it might be suggested that a trifle larger face of type would be advisable, though it is plainly to be seen this is out of the question. Commendable enterprise and splendid journalistic ability are outstanding features of the Bronx Home *News*.

✲

Hot Springs (Ark.) Oil and Mineral *News*—Wide territory in oil fields well covered from news angle, and mass of "oily" news given good treatment. Less "wildcatty" heads and perhaps closer scrutiny of advertising copy suggested as improvements.

Fairfield (Ill.) Wayne County *Press*—Thirty-third annual pink press put over in great style. "Messages from Wanderers" feature unique and one that should be valuable as a retainer of good will as well as engendering and fostering interest in the "home town" paper. Letters from "wanderers" interesting and the huge mass is well handled.

✲

Quincy (Cal.) Plumas National *Bulletin*—Perhaps one of the most unique and interesting newspapers coming to the editor's desk. That you believe in and secure real benefits from the editorial page is demonstrated by the painstaking care that is evidently used in preparing copy for this page. Virility and straight-from-the-shoulder policy is commendable. Entire paper well handled in every detail, mechanically as well as editorially.

✲

Ida Grove (Iowa) *Record-Era*—Continual favorable progress in every department of country newspaper making. Ideal first page makeup and general handling of news. Splendid ad typography an outstanding feature.

✲

London "Times" Three Halfpence

The London *"Times"* has cut its price in two and is for sale at three halfpence a copy. The cost of the *"Thunderer"* has varied so often that there is no great surprise in the present change. A far greater shock to tradition lies in the appearance of a page of halftone illustrations in every issue.

This latter bait for readers, or at least buyers, is of ordinary standard. The plates are well made and well printed, but the subjects are of everyday quality and type. Stock celebrities and casual beauties are jumbled up with public functions and sport. There is no hint that the ghost of Walter or Delane presided over the selection.

All England is not to profit unconditionally by the reduction in price. The paper will not be on sale at the new figure. A special class is to be instituted among Britishers, that of "Registered *'Times'* Readers." Even old readers to enjoy the full concession must enroll among these, and the country has been flooded with blanks for them to fill and send in to the Printing House Square headquarters. To plain, ordinary readers, however, the price is now two instead of three pence.

✲

When the Editor Thinks

The editor sits in his easy chair
And thinks with his thought machine.
"There's my pen to polish—my axe to grind—
My old typewriter to clean.
I must cook that squash that my neighbor Biggs
Brought in from the garden patch.
I must roast that fellow who still forgets
His name on a check to scratch.
I must write a letter to Reverend Dox
And tell him his sermon's cold
Will be brought to life with my printer's ink
For fifty dollars in gold.
I must tell Tom Trott I will trade a year
Of my paper for winter coal.
I must print as live news the wholesale price
Of a fresh-water Baptist soul."

Oh, life is sweet for the news-print man
As he pounds at his old machine,
Though money is dirty and times are hard,
He keeps right tolerable clean.

Built on Hope and Bucket of Ink

Peoria Evening Star Potential Demonstration of Efficacy of Thorough Belief in Oneself and in His Locality Plus Persistance to Follow Through

ALL of us are acquainted with the transition of the great oak from the insignificant acorn, while the trite adage derived from this arboreal phenomenon has come to exemplify all great endings of small beginnings.

Yet what chance has the oak if there is at best but half an acorn as life's initiatory item? And what chance, would you say, has a newspaper of hoping ever to bid for fame when it is founded only on "hope and a bucket of ink?"

That, according to its founders, Eugene F. Baldwin and Chas. H. Powell, constituted the sole assets of the Peoria Evening *Star,* founded September 27, 1897, in Peoria, Ill. It is further claimed that the bucket of ink was not even full, and that hope, of which there was plenty, had to carry the burden of a business which in spite of its inauspicious beginning is now represented in one of the most complete, efficient and modern newspaper plants in the country.

It would be an interesting business romance to tell here of the tribulations which encountered the hopeful founders of this paper and which included lack of capital, and all of the several discouragements which could face any publisher. Space does not permit us to go into this story, but that the building of this paper in the early days was a real struggle may be accepted as fact, all of which throws greater credit on its founders for having achieved at last a more than usual success.

View of Star Building.

Less than a year ago the Peoria *Star* entered its new home which has been called "a classic of the Fourth Estate", which in every detail and department represents a well-thought plan for efficiency and organization.

In architectural design, in arrangement of editorial and mechanical departments the new home of the *Star* arrives very close to perfection. With a frontage of fifty feet on Madison street and a depth of one hundred and seventy-one feet its three floors and basement contain approximately thirty thousand square feet devoted entirely to the production of the newspaper.

The building is for the future as well as for today. Its massive walls and pillars will carry three more stories. Pressroom and composing room are designed for double the present mechanical equipment.

The building is a revival of the best Italian style. The business office, advertising department and editorial rooms are on the first floor. Visitors can find editor, city editor, reportorial staff, advertising and circulation men without difficulty, instead of having to hunt for them in up-stairs rooms. This is a unique feature and is in line with the policy of the paper in keeping close to the people.

Outer double doors of bronze give access to a vestibule with revolving doors leading to the interior. The floor is of terrazzo. The counters are black walnut and as the eye sweeps the magnificent room it finds a double iron stair at the farther end meeting in a platform that gives entrance to the mailing room on the mezzanine floor and to a stairway leading to the composing and stereotyping rooms on the second floor.

Under the ornamental stairs straight back through the central aisle are double doors which open to a stairway leading down to one of the finest of pressrooms.

THE PRESS ROOM

The press room has forty-seven by thirty-three feet floor space by twenty-two feet high. It is lined with white tile and splendidly lighted. To the left is a four deck Goss press with a capacity of sixty-four pages. To the right is room for a second press. Two motors one for emergency use, are connected to the press and are contained in an accessible vault beneath the floor. Connected with the press is a C-H conveyor, which receives the papers as printed and conveys them at once to the delivery floor above.

A feature of the pressroom is the gallery, opening from the main office floor, where visitors may see the press in operation.

EASE OF PAPER DELIVERY

In planning the building, driveways were reserved on each side so that ventilation and light can never be cut off by other buildings. In the driveway to the left is a hydraulic elevator that rises even with the bed of the truck and makes for ease of paper delivery.

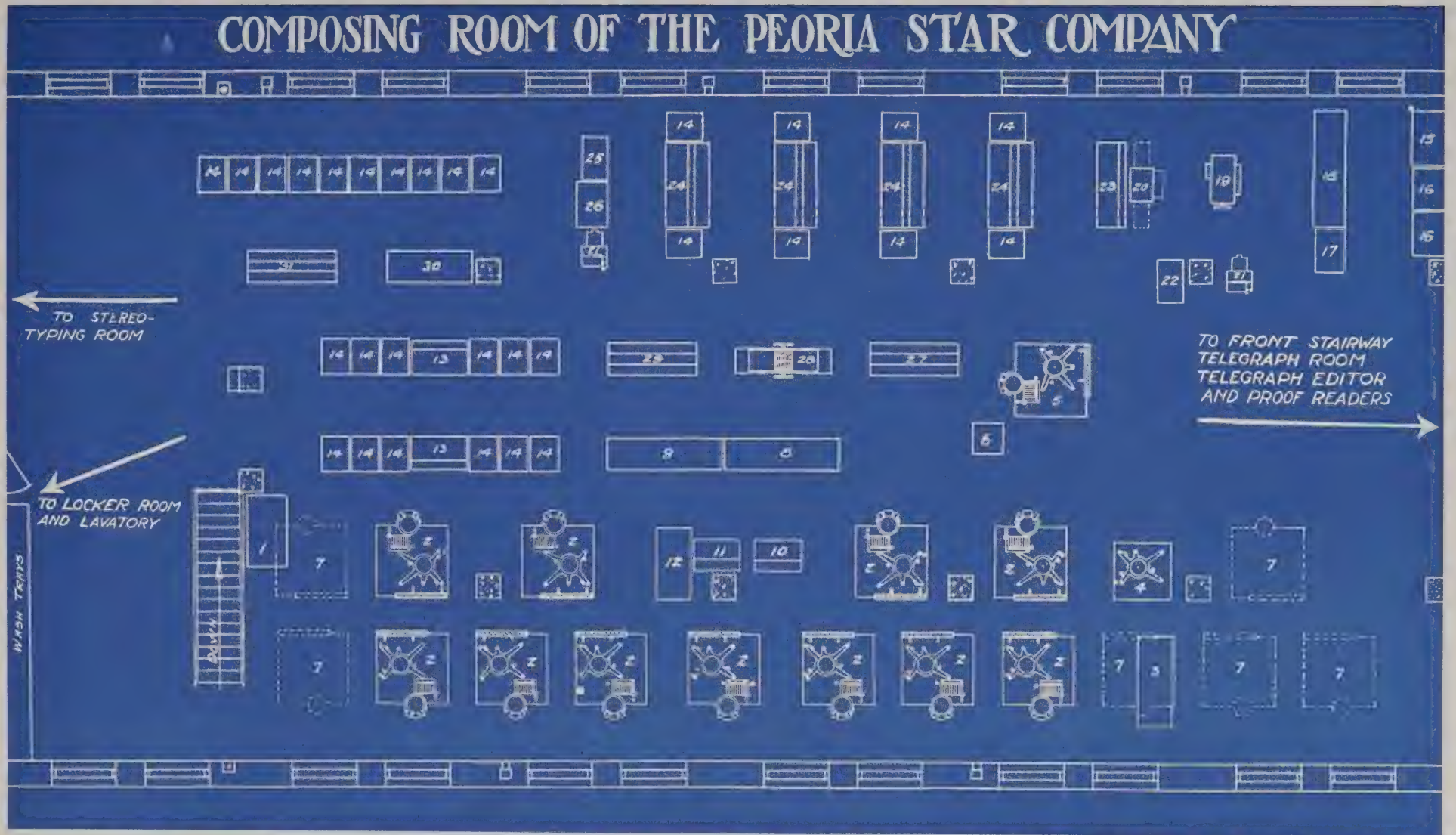
In the front of the basement are the file room and paper stock room, as well as the machinery for a splendid pneumatic tube system which connects with every department and is an efficient time-saver.

At the rear of the building is a mailing platform by means of which mailing sacks of papers are easily slid onto waiting vehicles.

THE COMPOSING ROOM

The composing room occupies fifty by one hundred and seventeen feet on the second floor. To the left in double row is the battery of linotypes as well as several Ludlow machines.

Down the center are the make-up table, the copy cutter's desk, the desk of superintendent and foreman. Metal type racks, cases and furniture are used exclusively.


COMPOSING ROOM OF THE PEORIA STAR COMPANY
TO STEREO-TYPING ROOM
TO LOCKER ROOM AND LAVATORY
TO FRONT STAIRWAY TELEGRAPH ROOM TELEGRAPH EDITOR AND PROOF READERS
MAIN AISLE

Layout Prepared by Enginering Dept. American Type Founders Co.

KEY TO LAYOUT OF COMPOSING ROOM

1. Foreman's Desk.
2. Linotypes, Model 8.
3. Linotype Machinist.
4. Lead and Rule Caster.
5. Linotype, Model 20.
6. Magazine Rack.
7. Space for Additional Linotypes.
8. Linotype Dumping Table.
9. Correcting Table.
10. Electric Proof Press.
11. Head Letter Cabinet.
12. Copy Cutter's Desk.
13. Assembling Tables.
14. Make-up Trucks.
15. Mat Cabinet.
16. Cut Cabinets.
17. Cut Cabinet With Indexed Drawers.
18. Foreign Ad Cabinet.
19. Ludlow Machine.
20. Ludlow Cabinet.
21. Saws.
22. Lead and Rule Cutter's Cabinet.
23. Type Cabinet.
24. Type Cabinets.
25. Single Type Cabinet.
26. Border Cabinet.
27. Ad Assembling Table.
28. Proof Press.
29. Ad Assembling Table.
30. Storage Cabinet.
31. Break-up Table.

To the right at the rear of the building are five motor driven steam stereo tables, while the melting pot is equipped with an Oilomatic oil burning heater. A Wessel motor-driven proof press is used and all equipment requiring power such as linotypes and saw trimmers are individually motored.

Well Lighted and Ventilated

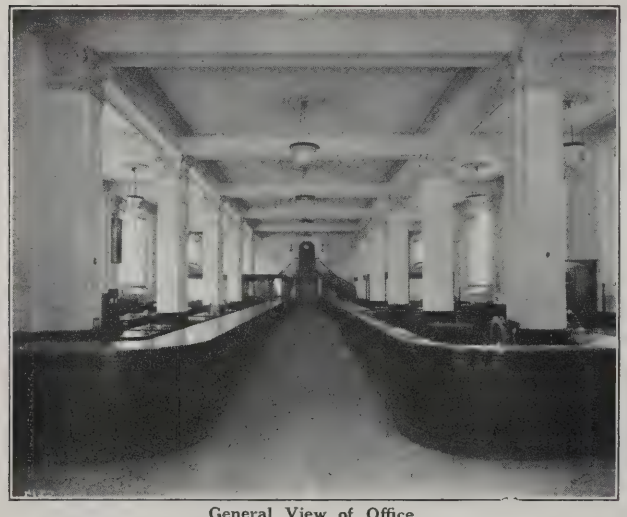
The composing room is splendidly lighted and ventilated. Ceiling lights are reinforced by individual lights at each table, desk and case, while a powerful thirty-six inch fan over the sterotyping tables thoroughly ventilates the entire floor. The comfort of the men is looked to also in the provision of two shower baths and locker room.

At the front on the second floor is the office of the telegraph editor, next to it, is the operator's room and switchboard room. Here are also placed the desks of the proof-reader. In another small room are the addressing machines.

The Mailing Room

The mailing room on the rear mezzanine floor above the pressroom is a most interesting place. A conveyor brings up the papers in a vertable cataract, automatically counting them in bundles of fifty. Here the mails are made up for out-of-town or truck delivery to various parts of the city, and a waiting room is provided for carrier boys which is comfortable and thoughtfully furnished in metal to discourage the propensity of the average boy towards a free use of a pocket knife in his idle moments. This is but a sample of the manner in which even the most minute detail has been considered in the planning of this plant.

The third floor of the building is arranged for recreation, having floor space which may be devoted to dancing or for holding meetings, while a small stage is found at the far end of the hall. This room is frequently patronized both by employes and the public for various functions.



General View of Office.

A unique method of business management is practiced at the *Star* office. Upon the death on January 5, 1920, of Harry M. Powell, then business manager, Mrs. E. F. Baldwin owner summoned the various department heads of the paper and announced that the present building was to be erected and that a new governing feature would be adopted. This consists of management of the business by a board of managers each a department head and including Clarence Eyster, manager of circulation and chairman of the board, Louis Proehl, advertising manager, Miss Mae B. Finney, manager of the accounting department, Seymour Oakley, editor and Roy Newton, manager of collections. This board meets regularly and decides on the policy and plan of the paper. The idea has been followed with complete success.

The Peoria *Star* represents a success in newspaper building against obstacles. Yet there was nothing of the magic in this growth. It was due to the policy which has always been the inspiration of its founders and present directors, namely, to develop thorough efficiency in every department, overlooking no detail, studying methods and means which make for better production, and realizing that the acquisition of equipment which serves and saves is an essential investment for the builders of papers. Given men of breadth of mind, purpose and principle plus their readiness to keep step with modern methods and success generally is bound to result even though founded on nothing more than hope and a bucket of ink.

*

Linotype Company to Have Exhibit

This year the exhibit of the Mergenthaler Linotype company to be held in connection with the A. N. P. A. convention at the Waldorf-Astoria the latter part of April will be one of the largest and most impressive exhibits ever put on by that company anywhere.

A battery of the latest model linotypes, including the multiple distribution and display machines, will be in operation in the East room, and will be complemented with a comprehensive showing of linotype typography.

Another interesting part of the big exhibit will be a display of factory resources—a showing of some of the many superior points of manufacture which have made the linotype the machine of no compromise, and of the facilities for research and invention which have enabled the company to originate every important improvement in methods of composition for thirty-five years.

The exhibit will be in charge of Fred C. Grumman, manager of the New York agency of the company, and his staff. Agency managers and special representatives from all parts of the United States and from Canada will be present. And it is quite likely that arrangements will be made for the taking of attending publishers and their friends on trips through the mammoth factory in Brooklyn.

*

New Building for Porte Company

Erecting a new building as a permanent home is now under consideration by the Porte Publishing company of Salt Lake City, Utah.

Plans and drawings are in preparation but suitable location has not yet been decided upon. Numerous requests have been received from various parts of the United States making flattering offers to them to permanently establish headquarters there but so far no decision has been reached beyond continuing in Salt Lake City, Utah.

*

Many Printers Must Be Busy

The American Type Founders company reports exceptionally good business in all its departments. There has been a great amount of scrapping of obsolete composing room equipments. The sales of steel composing room equipments is especially brisk. Shipments of the Little Kelly Automatic Job presses during the last two months have been up to plant capacity. Very few new plants are starting, but established plants are enlarging and also increasing their efficiency.

*

The printer who will cut his price solely to meet a competitor's cannot value himself or his work very highly nor expect the buyer to do so. Surely you cannot expect the buyer to place a higher valuation on either you or your services than you, yourself place upon them. Putting a fair and proper valuation upon these—and then selling them without any regard to the "other fellow's" valuations—*Is Salesmanship.*

ASSOCIATION ACTIVITIES

Press Association Meetings and Programs

By BENJ. S. HERBERT

ATTENDANCE upon press association conventions in different parts of the country, over a period of years brings to mind the age-old observation that "there is nothing new under the sun." A study of the programs of these gatherings of newspaper publishers fails to show any uniform agreement as to what might be classed a standard, and it may be just as well that there is no "cut and dried formula" followed.

However, there are some points which may well be borne in mind by convention program-builders. Probably the initial step to be taken in arranging a convention program is to determine what the convention is for, whether it shall have the character simply of a get-together occasion, or that a studied effort shall be made to inspire and educate, or whether something of both purposes shall govern the event.

INTEREST PARAMOUNT

The primal necessity, of course, is to set up a program that will attract the attendance of the largest number. Frequently the season of the year in which the meeting is to be held controls the whole character of the program.

A summer meeting is generally a sociable occasion:—trips of sight-seeing, entertainment, the seeking of diversions upon land and water, all are naturally concomitants. In the summer afternoons or evenings, it has often been possible to secure some discussion of subjects related to the welfare of the state or nation or of the printing or publishing industry. Inspirational addresses by political leaders and men of prominence are generally features of summer programs.

The meetings in other seasons of the year are more often of an instructive kind but most frequently the serious note of these gatherings is struck timorously by the president or secretary, for the reason that "the boys" are not all willing to "talk shop" nor to determinedly give their attention to a painstaking study of trade problems. They are not especially willing to take themselves seriously, and the man who insists too positively to inject "dry" business discussions into the ceremonies loses popularity and, likely as not, will be criticized privately or publicly for his trouble.

A well-rounded program, then, is the one which stands the best chance of "getting across" and of finally accomplishing the greatest good.

After all, printers and publishers are dreadfully human, and the man who has had any considerable experience with them will admit the fact,—so no matter how seriously one may take his responsibility as the head of a trade organization, he must give full recognition to the condition.

Earnestness of purpose is commendable and to err in this direction is very much less hazardous than to incline to the other extreme, but it is just as well to remember the well-coined phrase of Grover Cleveland, "It is condition which confronts us, not a theory."

INSTRUCTIVENESS ESSENTIAL

A meritorious press convention program is one which carries to those who attend the greatest amount of instruction,—information of a positive value which may be readily applied in the conduct of a newspaper plant.

Reports of committees and the reading of resolutions get the least attention at most conventions, and the contrary should be true. Why?

Is it not too often true that the preparation of reports is given but very little time,—that the one who is allowed to present a report lacks the strength of conviction and feels, before he speaks, that no one will pay much attention to what he says? Frequently the presiding officer is at fault by not prefacing the reports with some appropriate introductory comment. Too often he simply uses the words "We will now hear the report of the ——— committee" when he could just as well give some thought to the subject in hand and "sell" the value and importance of the report to the convention before it is read.

More frequently than not, the committee report is read by some one whose sing-song monotone wearies and discourages the audience—even though the subject matter be of dominant importance. The report too often resembles the reading of the minutes of a lodge meeting which always appears to be a necessary nuisance,—a mere perfunctory performance.

COMMITTEES SHOULDER BIG TASK

Committee reports are not the least important of the program features and their preparation and presentation deserve careful consideration instead of passing, tolerant, lackadaisical notice. The fact is indisputable. The methods of getting the reports "across in good shape" are numerous and depend as much upon the presiding officer as upon the committeemen charged with their preparation.

Resolutions of compliment are a bore and since they are generally adopted for public consumption, might just as well be left unread to the convention. Where recommendations are made and policies established or pledged, a running introductory comment by the chairman of the meeting or of the committee would often be of great practical utility. Resolutions without action are like songs without words except that there is not so much value in them as there is in a melody or harmony.

The selection of the speakers and of the subjects to be considered by them is more often done without plan or purpose than otherwise. Men are generally asked to speak as a compliment, whether they have anything worth while to say or not. Politicians and those who would court favor with newspaper publishers are seldom forgotten and sometimes they are real contributing factors towards making up a well-rounded program. Sometimes they are.

A study of the current conditions prevailing in the industry would suggest subjects of vital import, but seldom does the thought of the program-planner run in so practical a direction. Judging from the programs of press conventions, as published in the publishers' trade papers, the program arrangements are very often left until a few weeks or days before the event and Jim Jones is asked to speak on this subject and Tom Smith on that—subscriptions, advertising, the second-class postage and the price of print paper.

EXPLAINS NEW IDEAS

Why not ask the man who has done something new within the past year or two to tell about it? There are countless opportunities at conventions for uncovering facts in regard to better business practices, new time and labor-saving plans in the operation of the plant, more simplified methods of securing all necessary data in regard to the cost of operations. Much of this intelligence can be gathered in conversation

with others and under careful management most of this "live copy" can be put "on the hook" in the convention sessions. The method depends upon the man in charge, to a very large extent, but much of this "good stuff" will come to the surface by having discussion periods following addresses and reports. In order to insure the success of the discussions, it has been found necessary to post men beforehand, giving them some little opportunity for studying the subject in their own way.

OF COURSE THE BANQUET

Evidently a banquet is a necessary feature of every convention, for the programs generally include one. Sometimes the speeches are good. Sometimes the listeners are intellectually edifying and sometimes they really get something to eat.

A banquet program should include at least one speaker of particular prominence and the survey of the past proves that men in public office are most generally selected. Journalists, publishers and printers are nearly all competent as writers but as banquet speakers, well, there are some,—but very few is their number. Inspirational speakers among the newspaper publishers of this country may be developing, as the association movement is growing and by reason of their performance of duty as officers, a larger percentage of newspapermen is to be credited to the public-speaking contingent.

Since the decrees of custom are that a banquet shall be the feature of most annual press conventions, there has generally been an unwarranted amount of stress placed upon their relative importance. A trade convention dominated by the social and entertainment features, is not much of a convention, but everyone will have to admit that the printer-publisher folk attend a meeting of the clan when "there is something doing". They like to play when away from home.

The announcement that nothing but business subjects would receive attention at a given convention, would not bring the desired attendance. Moralize and philosophize as will the earnest-minded officer he will finally have to admit that the fact stands out in his experience as a sore thumb upon an otherwise perfectly good, healthy hand.

The solution, then, of furnishing a program of greatest practical helpfulness, is to have in mind that a certain provision must be made for entertainment and recreation. The instructive features must be offered in homeopathic quantities and in an attractive form. Too much "dry stuff" will cause the patients to rebel and some of them may not come back for further treatment.

*

Postmaster is Pioneer Reporter

Omar K. Benedict, new postmaster of Tulsa, is not only a pioneer of Oklahoma, but is a pioneer newspaperman, having helped Frank H. Greer in the publication of the Oklahoma State *Capital,* Guthrie, when it was started in 1889.

Later Benedict went to Kingfisher where he worked with Jake Admire on the Kingfisher *Free Press.* At a subsequent time Benedict was a pioneer reporter and printer on a number of Oklahoma papers, including the Hennessey *Courier,* the Chandler *News* at the time Charles E. Huiter was publisher, and the Okarche *Times* when Hunter was publisher. Benedict helped establish the Enid Daily *News* and assisted in starting the Wagoner *Savings* at Wagoner. In 1901 he helped start the Hobart *News-Republican.*

He went to Oklahoma City in 1907 and bought control of the Oklahoma City *Times-Journal* and renamed it the *Times.* He edited it until 1911 when he sold out to Colonel Edgar of Missouri. Then he went into the oil business, which he left to go to Washington, D. C., as correspondent for the Tulsa *World.* He finally gave up newspaper work entirely and since 1917 has spent all of his time in the oil business.

Lady Manager Banquets Printers

On Wednesday, February 8th, invitations were sent to each union printer of Palm Beach county, inviting them to a luncheon given by Miss Ruby Edna Pierce, on the nineteenth, at The Inn, South Palm Beach, Fla.

It is needless to say that every printer immediately stopped eating to get into condition to do justice to this event, as the chances to eat at the expense of an employer have been few and far between in this part of the country.

Miss Pierce is the editor and general manager of the R. O. Davies Publishing company, inc., publishers of Palm Beach Daily *News,* Palm Beach *Life* and Palm Beach Daily *Program,* also doing job printing, and she is a staunch supporter of union labor, always first to sign contracts with Typographical Union No. 709, and while this plant is only a season one, running only three months each winter, printers who work here are

Miss Pierce and Printers' Colony at Palm Beach.

always ready to come back next season. Some of the employes have five and six seasons to their credit.

Miss Pierce is an honorary member of the union and was instrumental in getting the charter and in holding it for the number of years which No. 709 has been in existence. She made a very pleasing hostess and the boys who were her guests at this luncheon, if smiles and good words mean anything, certainly enjoyed the entertainment.

It has been the custom for the past few years for No. 709 to give a banquet at the close of the season, to the tourist printers, and have always invited the employers to their feed—this year Miss Pierce returned the compliment.

The Inn at South Palm Beach is a beautiful new building recently completed and is an ideal place for entertainments of this kind. The dining room on the roof, overlooking the lake makes a pleasing environment.

*

"Journalism Lamps" is Theme

"The Seven Lamps of Journalism" is the subject which Dean Walter Williams of Missouri has chosen to talk upon at the meeting of the Oklahoma Press association in Ponca City in May. His address will be given on the afternoon of May 12, the first day of the convention.

The dean of journalism, University of Missouri, is to be the principal speaker and the guest of the Oklahoma editors at their spring meeting, which, it is already indicated, will be the largest meeting ever held of the Oklahoma Press association.

*

HURRY is the enemy of quality. It is difficult to do anything well and to do it in a rush. Plan to have time enough to execute and finish the work you undertake in a workmanlike manner.

Schedule of Press Association Meetings

MAY

May 5-6.—Meeting of the Kansas Editorial Association at Lawrence.

May 10-11.—Meeting of the Alabama Press Association at Montgomery and Auburn.

May 15.—Meeting of the Eleventh District Press Association at Douglas, Ga.

JUNE

June 8-9.—Jubilee convention of the Arkansas Press Association, commemorating its fiftieth anniversary, at Little Rock.

JULY

July 13-15.—Meeting of the East Tennessee Press Association at LaFollette.

July 21-23.—Meeting of the Oregon State Editorial Association at Corvallis.

Inland Press to Meet

The Inland Daily Press association will hold its regular May meeting in the Hotel LaSalle, Chicago, May 16 and 17, with two full days program.

The Inland members, attending the A. N. P. A., will have a conference in the Waldorf Hotel, New York, April 26th.

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Wisconsin Press Active

Evidence that a determined effort is being made to rejuvenate the Wisconsin Press association appears in the form of a publication with the peptonized title, The *Howler*.

It makes a noise that will cheer the heart of everyone who has the interests of the Wisconsin press at heart. Its object is to make known the value of an association of editors and it is destined to be a powerful factor in promoting the growth of the organization.

Editorially and typographically it reflects great credit upon its editor, Louis H. Zimmermann, secretary and treasurer of the association and editor of one of the Badger state's prize newspapers, the Burlington *Standard-Democrat*.

Without speaking officially for any of the officers of the Wisconsin Press association, it may be predicted that because of the interest and activity manifested in the last meeting of the association, it will not surprise us in the least if at the Madison meeting this summer it is decided to employ a permanent field secretary or director. Wisconsin publishers have awakened to the needs of a director, and with the rapid strides being made in the newspaper industry in the state, it is almost certain the wisdom of employing one is becoming apparent to all.

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Wisconsin Joint Meeting

Announcement has been made that a big joint meeting of the Wisconsin State Franklin club, the Wisconsin Daily League, the Milwaukee and Fox River Valley Typothetae will be held in Milwaukee on June 16 and 17 and all Wisconsin publishers and printers are invited to attend the same. The picnic at Waukesha beach Saturday afternoon will be a feature.

The meeting will be held during the week when the National Advertisers' association meeting is being held in Milwaukee and it will repay every publisher to spend at least a part of that week in Milwaukee.

New Press Body Formed in N. W. North Dakota

Friday, March 10, editors and publishers of Northwest North Dakota gathered at Minot and participated in a rousing booster meeting of the "One Hundred Thousand More" immigration movement. Hal Davies, editor of the Minot Daily News banqueted the editors. Many related their experiences around the banquet table. Each scribe had something of interest to tell of the newspaper game.

Major F. E. Farrell of Granville launched the campaign for the organization of the association, the principal object of which will be to promote the publicity and the immigration movement. Mr. Farrell was chosen president of a new organization. The Major has had a varied career covering many fields of endeavor. He edited the first newspaper published west of Larrimore, North Dakota in 1883. The shop was a long cabin chinked with dirt. Here the Indian and buffalo held full sway. He has been a doctor, awyer, Indian agent, rancher, farmer, promotor and a big booster for North Dakota. Mr. Farrell came to North Dakota from New York, regaining his health in the western climate and he now manifests a pep and vigor unusual for one of his years.

Other officials chosen were Geo. Ferris, Wilkston Herald, vice-president; F. C. Hoyt, Portal International, secretary-treasurer. The executive board is composed of the officers and Olaf Ribb, Minot Farmers Press; Thad Michaels, Willow City Eagle; and O. M. Kilem, Stanley Promotor.

The summer meeting will be at Lake Metigoshi in the Turtle Mountains. The date has not been definitely fixed.

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Vermont Press at Boston

The annual meeting of the Vermont Press Association, which was held at the City Club in Boston, March 24, was largely attended and was a pronounced success.

The editors, many accompanied by their wives, arrived in Boston Thursday night. Under the personal direction of Harry C. Whitehill of the Waterbury Record, who has been in Boston for some time on special business, the party was introduced to the sights of Boston. They inspected the great Boston Post plant and spent considerable time watching the men and women reporters, about 100 of them, whip into shape their stories. They saw how the staff of night editors handled the important news from other cities, and at midnight they adjourned to the Pilgrim Publicity Association's rooms on the top floor of the Post building, where they were entertained at luncheon. Then they went down in the pressroom and watched the monster presses grind out the big edition.

The Allied Printing Trade Associates of Boston tendered the editors a luncheon at the Boston City Club. The speakers were Robert Lincoln O'Brien of the Boston Herald and Harold Barber of the J. W. Barber Advertising Agency. Mr. O'Brien stated that there were 160 Harvard graduates engaged in newspaper work in Boston.

The annual business meeting and election of officers of the association followed the City Club luncheon.

The officers elected for the ensuing year are: Frank E. Howe of the Bennington Banner, president (re-elected), and Harrison S. Thayer of the Essex Junction Burlington Suburban List, secretary. Vice-presidents were elected from each county of the state.

Southern Illinois Association

March 17, about one hundred southern Illinois editors gathered at the Elk's Club, Granite City, for what resulted in one of the best attended annual conventions of the Association.

A feature of the meeting was inspiring booster talks delivered by S. P. Creston, Gillespie News; Fred Rolens, Murphysboro Independent; Victor H. Haven, Greenfield Argos; John L. Cooper, Fairfield Record.

Noon day luncheon was served at the Commonwealth Steel Foundry after which a tour of inspection was made through the factory and a group picture taken.

The association decided favorably upon paying 15 per cent commission to legitimate advertising agencies. Resolutions were also adopted favoring $2.00 subscription rate, payable in advance, and opposing the practice of the government in printing envelopes calling on other press associations for co-operation in an effort to influence the government to discontinue this competition with commercial printers.

A summer boat trip June 23rd will be made to Cape Girardeau, Mo., leaving Friday afternoon, June 23 and returning the following Monday morning. New officers will be elected on this trip.

A query box on legal advertising was conducted by H. L. Williamson. It was shown that some public officials are violating state laws by condensing financial reports requiring publication.

A banquet in the evening closed the meeting.

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Summer Auto Trip of Press in Wisconsin

Bert E. Walters, of Reedsburg, chairman of the Auto tours committee of the Wisconsin Press association, has announced tentative plans for the automobile trip next summer.

The dates have been set for August 4, 5, 6 and 7. Friday, August 4, the editors will assemble at Kilbourn and spend the day there and at the state park at Devil's lake. Saturday, August 5, they will proceed to LaCrosse and Sunday to Prairie du Chien, where an afternoon boat ride will be enjoyed on the Mississippi river in company with a party of Iowa editors. Monday, August 7, the party will proceed to Mineral Point, taking time before disbanding either there or at Madison, to visit a zinc or lead mine.

The trip is through the southwest portion of the state, a section that is noted for its scenery, has mountains that rival the famous mountains of the east, but a section that far too few Wisconsin editors are acquainted with.

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North Carolina Summer Meet

The annual summer meeting of the North Carolina Press Association for 1922 will be held at Shelby on July 26, 27 and 28. The date and place for the meeting were decided Friday by the executive committee, which met here at the call of the President, J. B. Sherrill. A trip to Chimney Rock will be taken Friday, the 28th.

Asheville, Shelby, Hickory, Hendersonville and Southern Pines were the contestant cities for the summer gathering of the editors.

The following members of the committee were present: J. F. Hurley, Salisbury; R. E. Price, Rutherfordton; V. Giles Mebane, Beaufort; Miss Beatrice Cobb, Morganton.

Following the business meeting, the members of the committee were the guests of President Sherrill at luncheon at his home.

Texas Press Association

The Belo loving cup, prize of the Galveston-Dallas News and Evening Journal, will be awarded at the Denton meeting of the Texas Press Association, May 11-13. The cup will be an annual award under terms and conditions to be imposed by the association. The president will appoint a committee to handle the award and the cup will bear an inscription showing for what the award is made. The terms for the first award are announced to be on the point system, there being five counts for determining the winner, these counts are as follows:

The award will be made on the point system, twenty points each will be allowed for,

1. Set-up and display of ads.
2. Make-up, considering advertiser's position and conveniences of the reader.
3. Press work.
4. Arrangement and classification of local and general news carried.
5. General and technical showing of publication, considering equiment available.

Papers must be filed first morning of meeting and give information of shop, machines, presses and number of mechanical employes.

The conditions of the entry are as follows: Any member of the Texas Press Association publishing a weekly paper may compete, four issues of the paper, all dated since January 1st, 1922, must be offered in the contest and must be filed the first morning of the meeting in person by the publisher or editor.

Winners in Prize Contest

Brookings, S. D., Apr.—The Redfield Journal Observer, Timber Lake Topic, Clark County Courier and Volga Tribune placed first, respectively, in the front page make-up, editorial, farm news and farm advertising classes of the second annual newspaper contest for South Dakota weeklies conducted by the department of agricultural journalism of State college. Three silver loving cups and a late book on editorials and editorial writing will be awarded these papers.

Winners of ribbon awards in the various classes are announced as follows:

Front page—Centerville Journal, second; Dell Rapids Tribune, third.

Editorial—Clark County Courier, second; Dell Rapids Tribune, third.

Farm news—Onida Watchman, second; Canova Herald, third.

Farm advertisement—Miller Press, second; Sisseton Courier, third.

J. H. Lowry, state news editor of the Sioux City Tribune; H. E. Cody, managing editor of the Sioux City Journal; and York A. Hartman, editor and manager of the Livestock Record, Sioux City, acted as judges.

Living the Old Days Anew

Charles B. Mead of the Geneva (Ill.) *Republican* is wondering if he is getting old and foolish, or is nearing his second childhood?

Recently Mr. Mead attended a banquet and partook freely of a generous menu. That night he dreamed of his first sweetheart of nearly fifty years ago. This dream was highly realistic and a pleasant one, and took the writer over childhood days that were filled with evening parties and sleighrides over Iowa hills.

Owing to the fact that Mrs. Mead is sojourning in Louisiana, Mr. Mead states he can make this happy coincidence public with temporary safety.

Wisconsin School of Journalism

In response to the suggestion of President Kuypers of the Wisconsin Press association that the University of Wisconsin offer a short course for Wisconsin Weekly editors and publishers, Prof. Willard G. Bleyer, director of the course in journalism at the university, outlined some of the possibilities of such a course, at the Milwaukee mid-winter meeting of the Press association last month. The majority of the members present at that meeting signified their desire to attend the proposed short course, and the matter of working out the details was referred to the executive committee of the Press association with power to act in co-operation with Prof. Bleyer.

A four day program was presented, but it was suggested that two or three days were all that many editors could spare from their work, and the length of the course was therefore referred to the officers.

Among the subjects suggested for the program were the following: making the most of local and rural news sources, what is good news writing and how can it be secured, the typography and writing of headlines, the best make-up for weekly newspapers, handling rural correspondents and editing their copy, what women and children want in their weekly papers, editorials and editorial policies, making the most of plate matter and ready prints, features and illustrations for weekly papers, analyzing a community, weekly newspapers and community leadership, agriculture as the country's biggest asset, what to tell the merchant in soliciting and writing ads., advertising rates and national advertising, the farmer, the middleman and the consumer, efficient business management, etc.

The sons and daughters of six Wisconsin weekly newspaper editors and publishers are students in the course in journalism at the University of Wisconsin this year. They are Miss Mary Bridgman, daughter of W. H. Bridgman, Stanley Republican; Miss Isadore Coward, daughter of C. L. Coward, Lodi Enterprise; Miss Lucile Zander, daughter of O. J. Zander, Brillion News; Miss Ethel M. Zimmermann, daughter of H. E. Zimmermann, Burlington Standard Democrat; Harold E. McCleland, son of E. C. McCleland, Rice Lake Chronotype; S. J. Harris, son of Harris, Door County Advocate.

VIEWS OF THE PRESIDENT

John A. Kuypers

I take pleasure in announcing the appointment of the following vice presidents and members of standing and special committees, as provided for in our constitution or by the action of our recent winter meeting:

Vice Presidents

First Congressional District—O. R. Kurzrok, East Troy.

Second—H. B. Kaempfer, West Bend.

Third—H. Howe, Prairie du Chien.

Fourth—Fred L. Hook, South Milwaukee.

Fifth—H. C. Campbell, Milwaukee.

Sixth—W. C. Hume, Chilton.

Seventh—F. H. Burgess, LaCrosse.

Eighth—W. F. Hoffman, Wisconsin Rapids.

Ninth—H. Heidman, Algoma.

Tenth—N. S. Gordon, Barron.

Eleventh—Robert Reardon, Ladysmith.

Standing and Special Committees

Summer Outing—B. E. Walters, Reedsburg; Henry Howe, Prairie du Chien; W. W. Rowlands, (Brownie), Milwaukee; J. A. Kuypers, De Pere; Louis H. Zimmermann, Burlington.

Ethics—C. R. Hathaway, Hartford; F. E. Noyes, Marinette; A. S. Horn, Cedarburg.

Legislation—R. S. Crawford, Mineral Point; Merlin Hull, Black River Falls; F. E. Andrews, Bloomer; C. W. Fraser, Menomonee Falls; C. J. Mueller, Jefferson.

Publicity and Promotion—A. W. Hopkins, Madison; R. S. Starks, Berlin; George Stoffregan, Gillette.

Resolutions—F. W. Leahy, Stevens Point; W. H. Conrad, Medford; Miss Lura Dow, Palmyra.

Cost System—W. H. Bridgman, Stanley; R. E. Howe, Ripon; H. Towell, Milwaukee.

Paid Secretary—R. A. Van Meter, New Richmond; H. L. Hoard, Ft. Atkinson; T. G. Stone, Sun Prairie.

Howlings

Congratulations to our efficient secretary and Howler editor, Bro. Zimmermann. The monthly paper, the first issue of which was received with universal surprise and satisfaction, will fill a long felt want and aid materially in arousing additional interest in our association. The Howler should be the Press association's public forum for the discussion of the many problems that confront us. Again, sincere congratulations to Bro. Zimmermann.

Now that interest in our association has been awakened, I wish to urge upon the members of the newly appointed committees the desirability of doing their share in keeping the Howler howling. The activities of the committees will go a great ways towards making our association the success it should be. Would it be possible for all or at least most of the committees to present some report through the columns of the next issue of The Howler? Why not try it? Their efforts, I am sure, will be appreciated.

Tri-State Press at Sioux City

Plans to extend foreign advertising in the weekly newspapers of this trade territory were discussed at a meeting of representative newspaper publishers of four states at the Martin hotel.

Editors from Iowa, Minnesota, Nebraska and South Dakota were at the session An informal meeting was held at the Chamber of Commerce in the morning, followed by a business session late in the afternoon. Following this a special committee of the Tri-State Editorial Association held a conference regarding the regular summer session to be held here.

Editor Left Town After This

Somebody sent the editor of The Poketown Gazette a few bottles of home brew. The same day he received for publication a wedding announcement and a notice of an auction sale.

Here are the results:

"William Smith and Miss Lucy Anderson were disposed of at public auction at my farm, one mile east of a beautiful cluster of roses on her breast and two white calves, before a background of farm implements too numerous to mention in the presence of about 70 guests, including two milch cows, six mules and one bob sled. The Rev. Jackson tied the nuptial knot with 200 feet of hay rope and the bridal couple left on one good John Deere gang plow for an extended trip with terms to suit purchasers. They will be at home to their friends with one good baby buggy and a few kitchen utensils after 10 months from date of sale to responsible parties and some 50 chickens."

A. N. P. A. Convention in New York

Although no detailed announcement of programs has been made, arrangements for the annual conventions of the Associated Press and the American Newspaper Publishers association to be held at the Waldor-Astoria, New York, the last week in April are practically completed.

Labor problems and efficiency in business procedure will be the main topics of discussion at the A. N. P. A. convention. The pronounced swing to newspaper advertising during the past year will be sure to make their convention soundly optimistic in tone.

The A. P. convention will be conducted about the same time as usual with the customary election of directors and a discussion of service and news problems. Meetings of the directors are called for April 20, 21, 22 and 24, and after the choice of new members, the new board will have a session on April 25, only members will be in attendance.

Five directors will be elected to take the places of those whose terms expire this year: Clark Howell, Atlanta *Constitution;* V. S. McClatchy, Sacramento *Bee;* Charles Hopkins Clark, Hartford *Courant;* Charles A. Rook, Pittsburg *Dispatch,* and Elbert H. Baker, Cleveland *Plain Dealer.*

The nomination committee at a meeting a few months ago submitted the following ten names to be voted upon: Elbert H. Baker, Cleveland *Plain Dealer;* Charles Hopkins Clark, Hartford *Courant;* Powell Glass, Lynchburg *Advance;* Clark Howell, Atlanta, *Constitution;* William J. Kline, Amsterdam, N. Y. *Recorder and Democrat;* J. R. Knowland, Oakland, Cal., *Tribune;* Frank Knox, Manchester, N. H. *Union;* V. S. McClatchy, Sacramento *Bee;* E. Lansing Ray, St. Louis *Globe-Democrat;* Charles A. Rook, Pittsburg *Dispatch.*

The annual luncheon of the A. N. P. A. will be omitted this year, by vote of the board of directors. A feature of equal rank in importance and interest, however, will be provided by the dinner to be given by the Bureau of Advertising on the evening of April 27.

The Associated Press meeting will take place April 25, and the following day the sessions of the A. N. P. A. will begin, lasting through Friday. One of the high lights for the visiting editors and publishers and their executives will be the publishers' dinner in honor of former postmaster general Will H. Hayes, on the evening of April 26, in the grand ball room of the Hotel Commodore, Frededrick W. Hume, executive secretary of the National Publishers association, is secretary of the dinner committee, Herbert L. Bridgman, business manager of the Brooklyn *Standard-Union,* Treasurer.

The directors and executive committee of the Publishers association of New York and of the National Publishers association have given the plan to hold the dinner, their unanimous approval and support.

Committees in charge of the details are as follows: for the Publishers association of New York, Herbert L. Bridgman, Arthur Brisbane, Frank A. Munsey, William C. Reick and Louis Wiley; for the National Publishers association, H. M. Swetland, R. J. Cuddihy, Cyrus H. K. Curtis, A. C. Pearson, Henry W. Newhall and William A. Johnston.

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Your association will benefit and prosper you only to the extent that you manifest your interest.

Classified Managers' Third Annual Session

At the recent meeting of the board of directors of the association of Newspaper Classified Advertising Managers in Chicago, it was decided to hold the third annual convention in Milwaukee, June 11-14. These are the dates selected by the Associated Advertising Clubs of the World for their convention.

There is no official connection between the two organizations. However, the fact that one of the Classified association aims is to create more confidence in classified columns by barring fraudulent or misleading advertising has led to very close co-operation with the National Vigilance Committee. By having both meetings at the same time it will aid in making this co-operation still more effective.

H. C. McDonald, classified advertising manager of the Cleveland *Plain Dealer,* was appointed chairman of the program committee. All classified managers are ungently requested to send at once suggestions for this year's program to Mr. McDonald.

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Badger Pioneer Passes

Charles W. Brown, 72, pioneer news paper editor and for 16 years superintendent of the Wis. state reformatory for boys at Green Bay, died April 13, at New York of pneumonia. Mr. Bowron came to Oshkosh, Wis. in 1872 to become city editor of The Daily *Northwestern* and served with that paper nearly 30 years. He was managing editor and editorial writer from 1884 until he was apointed head of the Green Bay, Wis. reformatory in 1901. In 1895 he was elected president of the Wisconsin Press association.

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Western North Carolina

The regular spring meeting of the Western North Carolina Press Association was held in Asheville.

All of the old officers were reelected, as follows: President, R. E. Price, Sun, Rutherford; secretary and treasurer, S. E. Whitten, Progress, Marion; historian, Miss Beatrice Cobb, News-Herald, Morganton; poet, J. D. Boone, Mountaineer, Waynesville. The summer meeting will be held in Morganton in June.

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Texas News Notes

Silas T. Compton, editor of the Mt. Enterprise Progress, has been appointed postmaster of his home town and the Press can say, "Well there is one Democrat who put it over," or "else there is one republican in the Texas Press."

Buford O. Brown has sold his interest in the Vernon Record and E. C. Christian, for three years with the Record in an editorial position is in charge. Brown has gone to Electra where he has charge of the News.

Matt O'Neill and wife of the Frisco Journal, announce they are entertaining in their home a future president of the United States. The stork left the young man in February and he has been christened M. E. Jr.

Tom F. Harwell who has been identified with Kyle for years as editor and owner of the News, has now assumed charge of the San Marcos Times. He will continue to carry the Kyle News as a side line.

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To belong to an association and not attend the meetings, or take an interest in its activities, is like having money in the bank and refusing to accept the accrued interest.

Paper Enters 25th Year

The Itasca *News,* a weekly newspaper published in Deer River, Minnesota, with the issue of Saturday, March 18 entered upon the twenty-fifth year of its career. To commemorate the paper's twenty-fourth birthday, the editors boxed the following in the March 18 number:

"Newspapers have birthdays, and just like the anniversaries of people each of such events is celebrated and cherished. Anyway, newspapers are much like human beings; they have their likes and dislikes, their enemies, their ups and downs; and when they grow old they are respected. Like humans, too, newspapers are vitally affected by war, and during the late war many good newspapers lost their lives.

"Nobody knows just at what age a paper reaches the "old" stage, but, like people, the older it is, the more sensible and less sensitive it is expected to be.

"When a newspaper reaches its first quarter-century post it is recognized quite safe, as beyond the early life hazards, and a permanent fixture.

"But unlike man, its editors, publishers and printers may fall by the way or soar on high, but the paper goes on forever.

"The Itasca *News* with this issue enters its 25th year. Though it is heavily laden with iron history and golden fiction, and has scars, it feels like a colt."

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Statement of Ownership, Etc.

National Printer-Journalist Magazine published monthly, at Milwaukee, Wis., required by the act of Aug. 24, 1912. Publisher H. A. Apple, 504 Montgomery Bldg., Milwaukee, Wis.; Editor Benjamin S. Hebert, 2015 Warren avenue, Chicago; Business manager P. C. Treviranus, 507 Montgomery Bldg.; advertising manager, F. L. Goulston, 505 Montgomery Bldg., Milwaukee, Wis.; managing editor, H. J. Larkin, 503 Montgomery Bldg., Milwaukee, Wis. Owners: Trade Press Publishing Co., 505 Montgomery Bldg., Milwaukee, Wis.; H. A. Apple, 504 Montgomery Bldg., Milwaukee, Wis.; Rose M. Apple, 790 Farwell Ave., Milwaukee, Wis.; F. L. Goulston. Known bondholders, mortgagees and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities, none. P. C. Treviranus, business manager. Sworn to and subscribed before me this 25th day of March, 1922. B. H. Boetcher. (seal), Notary Public, Milwaukee County, Wis. (My commission expires March 25, 1923.)

✲

Kuypers for Congress

The proposal to make the president of the Wisconsin Press association, John A. Kuypers of the Depere *Journal-Democrat,* the Democratic candidate for congress in the ninth district is enthusiastically indorsed by Will C. Brawley of the Antigo *Herald.* He says Mr. Kuypers has towering ability and would command not only the undivided support of the Democrats, but would receive the unsolicited votes of thousands of Republicans who are weary of the present factional condition of the Republican party in Wisconsin.

✲

Local friends of A. H. Luker of the Grapeland (Tex.) Messenger have about convinced him that he should make the race for the Legislature, from his District. The Messenger hopes to see Luker elected, if he runs, we need more men of his type in the Legislative Halls at Austin.

Press League Anniversary

The Press League of Bucks and Montgomery counties, Pennsylvania, celebrated its twenty-fifth anniversary, on Saturday March 18th, in Philadelphia. The newspaper men, together with their wives and friends to the number of seventy, gathered at the Bellevue-Stratford hotel at 2 o'clock in the afternoon, the ladies going from there to the Adelphia theatre where they enjoyed the performance of Robert Warwick in "Drifting". While the ladies attended the theatre, the active members of this organization met in the Green room of this famous hotel, where a business session was held at which the following officers were elected:

President, Joseph J. McGinley of the Norristown *Times;* Vice President, William C. Watson of the Bristol *Courier;* Secretary, Marco G. Bean of the Sellersville *Herald;* Treasurer, B. Whitman of the Skippack *Trascript.*

Among the items of business transacted, was the payment of $25.00 to the National Editorial association for sustaining membership dues. E. E. Althouse of the Sellersville *Herald,* Charles M. Meredith of the Quakertown Free *Press,* and Charles W. Baum of the Perkasie Central *News* (Pennsylvania vice president of the N. E. A.) were designated to represent the Press league at the annual meeting of the National Editorial association at Missoula, Montana, in July, 1922.

A very neatly designed souvenir program was presented to each one present. The cover design was very original and fitting and was the work of Miss Susan M. Hunsicker of Norristown, a graduate of the Philadelphia School of Design for women, and a daughter of Clifton S. Hunsicker of the Norristown *Times.* The souvenir program consisted of the dates and places of each meeting held during the twenty-five years of the league's history, the officers elected each year, summer outings, a list of the present active members, the most members, honorary and associate members, the program for the evening, the menu, and a historical sketch prepared by E. S. Moser of the Collegeville *Independent.*

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Owes Fame to Deafness.

Loss of his hearing proved the turning point in Harold MacGrath's career. As a hard-working newspaper man he tried to write, but could find little time. Then came his misfortune, which practically retired him from journalism. He had time —plenty of time—on his hands now and he turned to fiction with the realization that he must succeed.

But there was another drawback. MacGrath's mind ran to plots that would take him to the four corners of the earth. It was not easy to travel if deaf, but he was determined to accomplish it. And he did. He made himself as much at home in Bagdad or Hong Kong as in his own garden in Syracuse, N. Y.

His deafness gave his stories a peculiarity that makes them unusually adaptable to moving pictures. He "sees" things rather than hears them. So, in his stories the pictorial qualities are of high value.

The deaf novelist applies himself constantly to his work. He averages two novels a year and although he is 50 his nerve force remains unimpaired.

MacGrath's advice to the newspaper worker who wants to become a fictionist is this:

"Go deaf, young man, go deaf."

Adopted Daughter of Press Association Married

Every member of the Texas Press association will recall Minnie Florea, the only member of the family of J. C. Florea, editor and owner of the Richmond Coaster, to survive the coast storms of 1914. All the others were drowned. Miss Minnie was rescued after drifting from the mouth of the Brazos river, where the Florea family were camping, to Galveston Island. At the first meeting of the Texas Press Association, following this, Miss Minnie was "adopted" by the association, by a resolution unanimously passed and has since been the daughter of the association. She has attended every session of the association, since that time, except the last one. For two years she has been living in Detroit, Mich., and now the news comes that she has been married.

Her announcements sent out, by permission of the officers of the Texas Press Association, read: "The Texas Press association announce the marriage of their adopted daughter."

It is planned by the Texas Press association to send their protege a handsome wedding present in manifestation of their esteem and permanent good will.

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Subjects for Texas Press Association Meet

Job Stock—What amount is necessary to properly handle, satisfactorily, the trade?
Charles R. Devall, Optic-Herald, Mt. Vernon.

Job Prices—Is the use of a standard price list helpful—can you get the prices laid down in the list?
C. W. Warwick, Randall County News, Canyon.

Advertising Rates—Should the association adopt a standard rate per thousand circulation with a minimum for smaller papers?
Dabney White, Daily Commercial, Corsicana.

Special Features—In the weekly paper to build and hold circulation—should the women and children interest be paramount?
W. W. Leverett, Signal, Gainesville.

News Items—Should length be governed according to importance of item to your readers?
Gayle Talbot, Reporter, Lometa.

Classifying News—Local and personal—carrying Classified Ad Column.
J. W. Gay, Express, Venus.

System of keeping books and records for Country Shops— the importance that this should be done.
A. H. Luker, Messenger, Grapeland.

How I keep my competitor my friend—how he can and does help me.
J. D. Moyer, Citizen, Honey Grove.

Mail Troubles—How to Minimize them (Post Office and Railway Mail)
S. M. Gains, Supt. Railway Mail Service, Ft. Worth.
S. E. Miller, Index, Mineral Wells.

The Country Newspaper and the Rural Constituents—How to interest people—make your paper a help to them—a benefit to the community.
John R. Lunsford, Mirror, Temple.

Selling your Personality in your Business.
J. L. Spencer, Herald, Mart.

Making Advertising profitable to the advertiser—How to help with profitable results.
Cecil Horne, Review, Cleburne.
Buford O. Brown, News, Electra.

The Small Paper as a Leader in the Development of American Thought.
Chas. C. Cantrell, Banner, Greenville.

The Press Congress of the World—Its work.
W. D. Hornady, School of Journalism, Austin

My Trip to Honolulu with the World's Press Congress, as Representative of the Texas Press Association.
C. H. McMasters, Galveston.

Annual Oration:
Hon. Lee J. Rountree, Eagle, Bryan.

Annual Essay:
P. E. Montgomery, Monty's Monthly, McAllen.

Annual Poem:
Arthur Lefevre, Texico Star, Houston.

Extension Division Service

W. H. Bridgman

A current writer in one of the trade magazines gravely discusses the question, "Shall Printing Prices Be Reduced?" The writer blithely assumes that it lies wholly within the power of the printer to reduce his prices at pleasure in keeping with reductions in prices of other commodities. To the printer using a cost system, such talk is pure twaddle. He can reduce his prices in keeping with a reduction in his costs. He knows his cost as clearly and definitely as does the retail grocer know the cost of each package of his merchandise. If he is a business man, his selling price will be cost plus his profit. He can determine the amount of his profit but he cannot determine his costs. A record of these is handed him on a job tacer. Printing prices may be reduced but only the printer who wants to make his customer a present of his profits is warranted in cutting prices.

No small shop can safely make its prices according to the law of averages laid down in somebody's price list. The salary paid one workman may vitally affect the hour cost where in the shop with many employees one very high or one very low salary does not greatly affect the hour cost. The only safe plan is to know your own hour cost.

The service of the Department of Service to Printers and Publishers was extended in March to W. B. Chilsen, of the Merrill Daily Herald, in a revision and check up of the Wisconsin Cost System which has been in use in his office for several years. Also the installation of the Typothetae Standard system was completed in the office of The Pilot Printing & Publishing Co. at Wausau.

In addition to the specialized service to printers in the Department of Service to Printers and Publishers, the University Extension Division offers a wide range of service to the editors and publishers of the state. Chief among these is the package library service. An editor may ask for and have sent him a package library on any subject in which he is especially interested of foreign, national, state or municipal interest. Such package will contain books, pamphlets, newspapers and magazine clippings with all current information on the subject down to the minute. Better yet he can write in his order to the Extension Division for an editorial on any subject of current interest and it will be specially prepared for him without cost.

These are critical times for the printing and publishing industry. There is a downward trend in prices of most commodities due to a lowering of wages in certain industries. But recent statistics show that wages in the printing industry are still at the peak price. Tremendous pressure is being brought on our trade for a reduction in prices. Don't yield to this unless cost system records justify it.

She Look Good

The following letter from an incipient distiller to a company offering electric washing machines for sale might be taken to indicate that vendors of washing machines are overlooking a fertile field, reports the Howell County (Mo.) *Gazette.*

The letter says: "Puritan, Mo. Dear Sir: your macheen she look good to me. How many gallons will she hold and how much money will it cost to put pipe for cooling. Does she work on wheat or barley or corn. You work great bluff on wash macheen. I laf. You let me know what it take to fix me up."—Missouri Notes in Kansas City *Times.*

NEWSPAPER BUILDING

State Director of Newspapers Profitable

Far-reaching Results Constantly Accruing to Members of Press Associations Employing Permanent Field Secretary and Business Representative

By E. G. MYERS

THE value of a state director or field secretary to look after the interests of state press associations has been so clearly demonstrated by those associations fostering and supporting such office as to refute every argument against it.

In every state where the state association has employed a field secretary the business of publishing newspapers may confidently be said to be in flourishing condition. No one publisher, even though he devoted all his time to his own enterprise, could accomplish as much for his one paper, nor encompass the good, that accrues to all the papers of a state where a state field secretary is employed. This is not so because the permanently employed field secretary is more of a genius than the individual publisher, or that he waves a sort of magic wand over desirable business and wafts it into the sanctums of the papers of his state. The reasons are more matter of fact than that. For one thing, the agency dealing in national accounts, and the advertiser exploiting his merchandise nationally, have come to recognize states the newspapers of which are farsighted enough to employ a permanent secretary as good newspaper publishers. Therefore they must publish good newspapers. So doing makes these newspapers good mediums. Good mediums produce good business.

Also, the agency and the advertiser are relieved of the duty of sending broadcast to every paper in the state for a rate card. It takes too much time, and the information gleaned individually is never reliable in the sense that the agency and the advertiser demand reliability. Yet when the field secretary of a state drops in with a list of all the papers of the state, with a group rate and positive circulation statements, the facts which, secured any other way would require six months or more to gather are available. The agency or the advertiser does business wholesale. The advertising appropriation on any one account is placed with one individual and the arrangements for the entire state are placed in the keeping of the accredited representative.

Iowa newspaper publishers are not hard-fisted. They are practical, hardheaded business men. They are not given to throwing money away, nor throwing good money after bad change. Therefore they continue investing money year after year—more and more, in fact, year after year—in a permanent field secretary. This year they increased the salary of their director, G. L. Caswell of Ames, and voluntarily purchased and presented to him a new car. Their investment in a director has brought them good returns. Not that Mr. Caswell is an unusual man, or an out-and-out genius. Mr. Caswell knows his business. He is a good newspaper man, a thoroughgoing business man, and he knows how to get business and hold it. He has studied the business of newspapering in Iowa, applied practical business ideas, instilled a lot of enthusiasm into publishers of the state, improved the industry generally and made the Hawkeye state perhaps the foremost in the union so far as success of its newspapers goes. Caswell has accomplished a wonderful work. Yet any state, putting in the hands of a director the same confidence and sufficient funds to conduct their business dealings, can do as well.

A state director cannot be employed on membership dues of $10 or $15 a year. It takes money to make money. Much survey work needs be done before the state director is ready to go out after business. It requires time, and members of an association employing a permanent secretary should not be sour on their investment if they do not secure returns from their outlay the first year, nor even the second year. But for every $5 invested in dues, when things get under way, the publisher member will count his returns fifty or an hundred fold. Therefore sure-enough dues are in order. Twenty-five to thirty-five dollars or even fifty dollars a year is not too much when in the final analysis it is proven the member receives business in return amounting to $500 or $1000. It's small interest to pay on the principal.

No state association should be backward in employing a state director. Put one on the job and engage from that day in real newspaper building. You pay for fire insurance. The field secretary is business insurance. And every state that employs a field secretary will find its members securing more fire insurance because they are compelled to install more modern equipment to take care of the increased business the field secretary brings in. It's an economic proposition. There is no gamble to it. The permanent field secretary is a sure-thing advertisement.

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Country Correspondent of Value

The country correspondent is of such value to the rural newspaper that he will never be displaced by any agricultural editor which the paper may employ, says Aubrey H. Sherwood, associate editor of the DeSmet *News,* DeSmet, South Dakota.

"There is absolutely no question in my mind but that the farming interests have been neglected and that there is a field of great opportunity to be developed there," says Mr. Sherwood.

"It can best be done, I think, by assigning a man to do it, to devote such time as he can toward developing and handling it. To what extent he would work from the office and what in personal visits over the field would be a question to be determined in individual cases.

"It would not be our idea to supplant the country correspondent in any way, certainly not at the start, and probably never. There are sources of information, suggestions and criticisms for the editor, in addition to the personal items furnished, that can surely be best written by them. It is our idea that the country editor's field barely touches on that of the correspondent.

"I must frankly admit, however, that we found city and inside work so tied us down that the rural editing went by the way."

Unique Advertising Slogans Predominate

By BERT DALLAS

THERE is an unusually large number of unique advertising slogans to be seen around the city of Philadelphia. No matter in which direction the stroller may turn his eyes he will see some electric signs, billboards, or other kinds of out-door publicity things which contain interesting mottoes. "The Workshop of the World" seems to be richer in these odd advertising catch-lines than other cities of the United States. Business men of the Quaker City delight in putting original advertising phrases on signs and printed matter. Many of the legends are humorous in their way, while others are clever in addition to being funny.

One coal concern has become famous through the slogan, "It's All That It's Cracked Up to Be." Another coal company uses in all its publicity matter this expression: "We Deliver a Square Ton." Still another coal concern makes use of a catch-line embracing their name: "Newton Coal Answers the Burning Question." "Our Coal Gives *Grate* Results" is the legend adopted by another coal dealer. People of the City of Brotherly Love have formed the habit of looking for unique advertising slogans on the billboards, in the street cars, and in the sub and elevated trains, and the mottoes are often quoted in conversation.

A florist who keeps one of the best shops in "The City of Homes," tells the public that "The Beauty of Our Business is—Flowers." A well-known shoe repairing concern comforts Philadelphians with this advice: "'Tis Never Too Late to Mend." One of the largest furniture moving and storage house concerns has the following to say on all of its vans, and in all of its publicity matter: "Our Motto; Keep Moving!"

An oculist whose name is Moore counsels folk with poor eye-sight: "To See More—See Moore." An electrical contractor calls householders' attention to his business in this way: "Telephone to Me and I Will *Wire* for You." A prominent specialty shoe dealer mentions the fact that: "'Tis a Feat to Fit Feet." A public service electric company believes that: "If It Isn't Electric It Isn't Modern."

The Philadelphia *Public Ledger* has been "The First Thing in the Morning Since 1836" "In Philadelphia Nearly Everybody Reads the *Evening Bulletin*." A prosperous paper-hanging and decorating firm gets a great deal of business through informing the public that: "We Know How." A popular druggist directs people to: "Get It at Evans." An undertaker has a message for those who are about to leave for another world: "A Step in the Right Direction" is the heading over all of his advertisements. Then he goes on to state what he will furnish the dead person with for a specified sum of money.

"Electrotypers to the Elect" is the motto of a Quaker City electrotyping concern. An electric supply dealer claims that he has "A Live Wire House." One laundry which has day and night service advertises: "We Wash While You Sleep." One paint dealer gives placards to his patrons, the sign reading: "Pure Fresh Paint—Believe Me!" These cards are hung over newly painted places. "Ready Money" is the motto of a loan company. A successful jeweler tells young men: "You Get the Girl—We'll Furnish the Ring." A printer guarantees that "We Keep Promises."

A business college is advertised as: "The School That Makes Good." One sign painter states that: "We Believe in Signs." Another sign painter calls himself a "Man of Letters." A dealer in trunks and traveling bags says: "Our Suit Cases Suit." A hatter's slogan is that: "Well's Hats Wear Well." An advertising agency advises business men to "Keep Everlastingly at It."

The keeper of a first class restaurant advertises: "There's a Plate on for You." One detective's advertisement in the classified columns of the newspapers begins with: "Don't Judge Others—I Will Get You Facts." An installment house advertises in the newspapers, on the billboards, in the street cars, etc. with this catch-line: "Buy of Stern—Pay as You Earn." The slogan of another installment firm is: "Your Credit Is Good at Kelly's." Reading Railroad trains run to New York and Atlantic City "Every Hour on the Hour." A tea and coffee dealer suggests: "For Goodness' Sake Use Our Coffee and Tea." A merchant tailor declares: "Clothes Make the Man." A big ice cream maker has: "Ice Cream All-Ways Always."

"We Never Sleep" reads the electric sign over the door of a drug store which keeps open all night. The sign of a cleaner and dyer brings many laughs and lots of business on account of it being worded in this language:' 'We Are Dying to Please You." A doctor specialist advertises: "After All Others Fail Consult the Old Reliable." One dealer in kindlings whose name is Wood, advertises: "For Wood Go to Wood." A large baking firm makes: "The Cake That Made Mother Stop Baking."

Practically all of the advertisers referred to have been very successful in business. Their products are known throughout the "City of Penn." Men, women and even the children are familiar with many of the advertising slogans, and it seems certain that the mottoes have played important parts in the business success of Philadelphia.

Long Price List Sentiment Increases

The Calumet Ben Franklin club, one of the strongest groups of the Chicago-Franklin-Typothetæ, expressed itself in favor of the Retail Price List at its regular monthly meeting held Tuesday night, March 21. The secretary of that organization was directed to inform the parent organization of the desire of Calumet members for a Retail Price List in Chicago.

The subject of a retail price list for the entire city of Chicago was discussed at the monthly meeting of that organization Thursday night, March 23. Wm. J. Eynon, of Washington, D. C., and past president of the U. T. A., spoke for the retail list. No decisive action was taken although much sentiment for the retail list in Chicago was uncovered. A committee to be composed of members from each of the groups and the present trade matters committee is to investigate the retail list and present suggestions for decisive action at a later meeting.

News Print Rates Held Unfair

Washington.—The rates on news print, wall paper and on some other grades of wrapping and bag paper from manufacturing points in Wisconsin, Minnesota and Michigan destinations west and southwest and to general localities in the Mississippi valley, were held unreasonable and unduly prejudicial as between cities concerned by the interstate commerce commission.

The commission after combining a number of complaints objecting to the particular rates held that the entire structure of freight rates on the particular types of paper mentioned in the territory concerned should be modified. After laying down the general principles which it was held should govern the manufacture of a new rate structure, the commission gave the railroads permission to maintain present charges until June 1, 1922, but to have ready on or before that time a new schedule which the commission allows to go into effect if it is found satisfactory and approved.

Passing of Pioneer Editor

John Dymond, Sr., eighty-six years old, editor, publisher, sugar planter and former state senator of Louisiana died March 5, at his home in New Orleans.

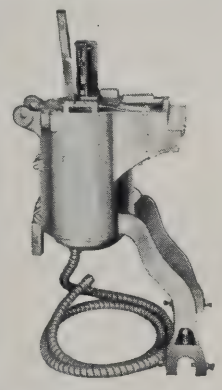
Perhaps few of the old school publishers of the south achieved the prominence that came to Mr. Dymond. He edited the Southern *Farmer* and the Trade *Index* of New Orleans and published the Louisiana *Planter, El Munda Azucara* (The Sugar World) and the Lower Coast *Gazette*. He was a large operator in plantation activities and was of a remarkable mechanical turn of mind aiding in the development of many devices for planting and milling sugar cane. Conspicuous among these were the Mellon stubble digger, the MacDonald Hydraulics and the Triyle Milling system. He also patented a sulphur machine widely used in sugar planting and the Cascade machine. He was the first to weigh sugar cane and to purchase sugar by weight in Louisiana.

Demand for Linotypes Continues

As indicated by the machine-shipment lists of the Mergenthaler Linotype company, a most satisfactory demand for linotypes continues to assert itself the country over, and the makers of the linotype are continuing to meet the demand in a most efficient way.

In a single month recently 183 linotypes were shipped from the Mergenthaler factory to printers and publishers in various parts of the country.

Included among the concerns to which these machines were sent are: The Patterson & White company, Philadelphia, two model 8's; the Caustic-Claflin company, Boston, three model 8's; the Daily *News*, Indianapolis, two model 8's and one model 9; the J. B. Lippincott company, Philadelphia, two model 8's; the Cleveland Publishing company, Cleveland, Ohio, one model 8, one model 14 and five model 5's; Edgar R. Lafferty, Richmond, Va., three model 8's; the Gannett Publishing company, Waterville, Me., four model 8's.



Cline Fortified Interchangeable Electric Melting Pot

FITS ANY MODEL LINOTYPE OR INTERTYPE MACHINE AND IS INTERCHANGEABLE.

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

CHICAGO NEW YORK

The Boston in the Bindery

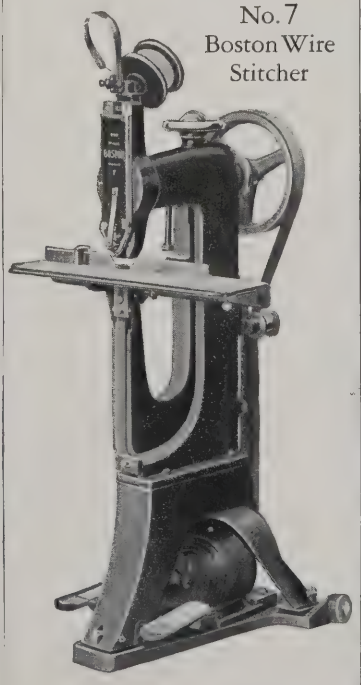
IS JUST LIKE A GOOD BANK BALANCE, RESPONDING ALWAYS TO EMERGENCY DEMANDS. A SAFEGUARD AGAINST POOR WIRE STITCHING

Boston Wire Stitchers have revolutionized bindery work in quantity and quality. The owner appreciates them, the operator prefers Bostons to all others, and the customer is delighted with the neat, dainty stitching that does not mar an otherwise good piece of printing. Write for booklet.

American Type Founders Company

GENERAL SELLING AGENT

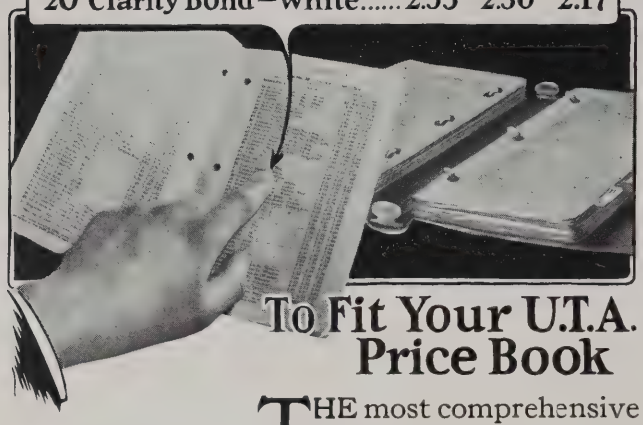
No. 7 Boston Wire Stitcher



Capacity Seven-eighths Inch With Motor Equipment

SET IN GARAMOND AND GARAMOND ITALIC BROCHURE BORDER NO. 1

20 Clarity Bond—White.....2.55 2.30 2.17



To Fit Your U.T.A. Price Book

THE most comprehensive envelope price list ever put out. All grades of one size on a page—approximate shipping weight of standard size envelopes in their different weights—approximate quantities of each size in a case. Prices quoted in less than 10,000 lots and in 10,000 and case lots—exact figures without computing discounts. Also quotations on catalog envelopes and string and metal fasteners, quoted separately for convenient estimating. And remember—this time-saving price list is punched to fit your U. T. A., Franklin and other similar Price Books. Write for it now. Address—

W-Notched Under Flap | Reg. U.S. Trade Mark

We Protect the Trade

Western States Envelope Co. Milwaukee Wisconsin

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

HOW and WHAT TO WRITE AS NEWS!

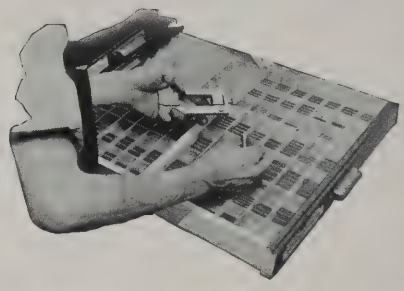
THE ONE BOOK
for EDITORS *and*
CORRESPONDENTS

Meeting with unparalleled Success

The Herald, at Baker, Oregon, orders seventy-five copies for all its correspondents, and orders for large quantities are being received from publishers in all parts of the world.

SAMPLE COPY GLADLY SENT
for 25c.
Special prices on large quantities.

PORTE PUBLISHING CO.
R. T. Porte, President
SALT LAKE CITY, UTAH



The natural system for better display—

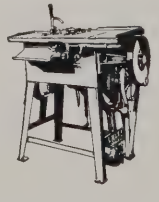
When your composing room is equipped with the Ludlow for Display you are never at a disadvantage because of lack of material.

Your capacity for display is unlimited—no time lost hunting sorts—advertisers get better set-ups.

Compositors set Ludlow brass matrices in the natural way and cast full lines on quality slugs.

Figure it any way you like—cost of installation—production or upkeep—the Ludlow adds up best.

The Ludlow System meets the display demand of the small composing room and the big one—because the basic principle is right.



Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

The Ludlow is a system for display composition on slugs—12 to 60 point.

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

GOSS

"COMET"

The Ideal Press for the Big "Little" Paper

(Daily, Semi-Weekly or Weekly)

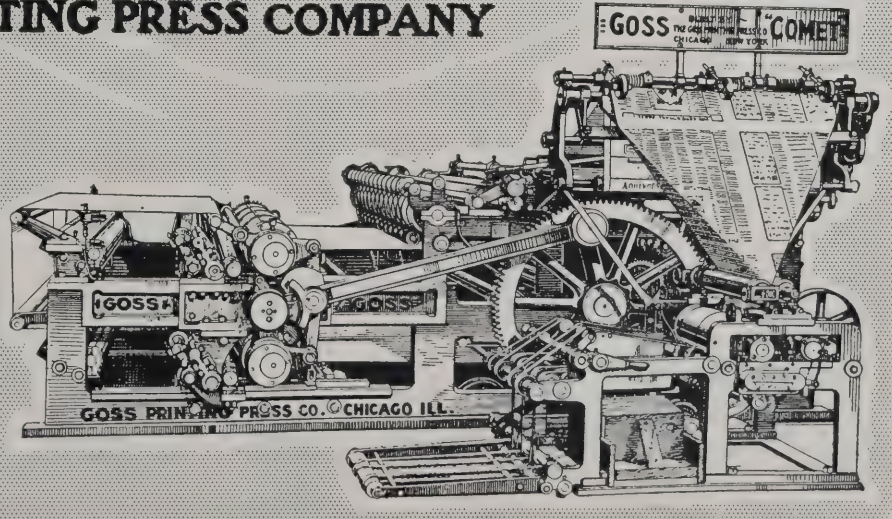
Prints 4-, 6-, or 8-page newspaper from roll paper and type forms. Always reliable and dependable —no web breaking.

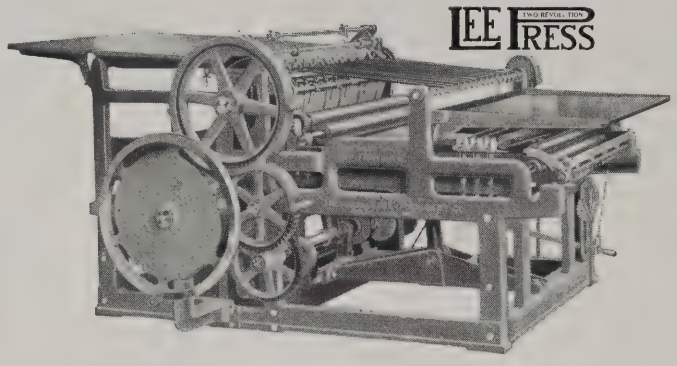
The original single-acting press in a class by itself

THE GOSS PRINTING PRESS COMPANY

Main Office and Factory
1535 So. Paulina St.
CHICAGO

New York Office
220 West 42nd St.





FROM FEED-BOARD TO DELIVERY TABLE

it will more than make good every claim made. The use of the Lee Two-Revolution Press in all parts of the civilized world is a substantial testimonial of real merit for this machine, a noteworthy achievement in printing press construction.

The Lee Two-Revolution Press was designed by press experts, and every demand for a really economical and simplified press has been more than fulfilled. Not one item, from low first-cost to the simplification of parts, economy of maintenance and ease of handling, has been overlooked.

Write Today for Full Particulars and Prices

Heavy, One-Piece Base, with Arch Also in One Piece

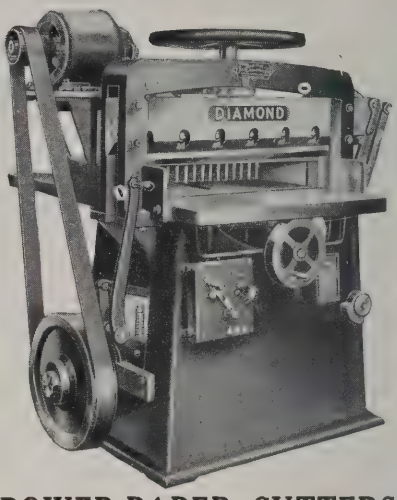
Worm-Gear Drive, with Hyatt Roller Bearing in Flywheel

Adjustable Triple-Split Back-Gauge

Three Adjusting Screws in Knife-Bar

Steel Tape Back-Gauge Indicator

Side Gauges on Both Sides



DIAMOND POWER PAPER CUTTERS

are Powerful, Rapid and Accurate. Made in 30, 32 and 34-inch sizes. The "Double-Shear" or "Dip-Cut" makes the cut smoothly, quickly and without drawing the stock. There is no "guess work" in the building of Diamond Cutters. Also made as Lever Cutters and Combination Lever and Power.

Write for Further Particulars and Prices

THE CHALLENGE MACHINERY CO.

Challenge Creations for Printers

HOME OFFICE AND FACTORY
Grand Haven, Mich., U. S. A.
CHICAGO 124 S. Wells Street
NEW YORK Printing Crafts Bldg.

Classified

Here is a market-place for everyone—a convenient, economical, result-bringing medium—that will sell equipment for you, secure help, aid you to a new position, if you are seeking one; being buyer and seller together.

The rate is 25c per line, each insertion. Copy must be in the 20th of the month preceding issue, to insure insertion. Address all communications to National Printer-Journalist, Montgomery Bldg., Milwaukee, Wis.

MATRICE REPAIRING

DONT THROW AWAY YOUR MATRICES. WE REbuild smashed toes, repair combination teeth, thoroughly test and clean them at third to half cost of new matrices. Frank Montgomery, Lyons, N. Y.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.,
426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

NEWSPAPERS WANTED

Daily wanted. We can make $100,000 payment. National Newspaper Bureau, Mendota, Ill.

NEWSPAPERS FOR SALE

$500,000 daily for sale for first time. Desire immediate sale. Has big future. National Newspaper Paper Bureau, Mendota, Ill.

Do you wish to get into a high, dry climate for health reasons? Come to Colorado. I have a small one-man newspaper with job equipment, 23 miles from Denver, work four days per week, and it is netting me more than $200 per month. $1,500 is the price. If interested write for particulars. Box 4, Parker, Calo.

MACHINERY

FOR SALE.—Goss Clipper newspaper press, 8pp., with stereo. equipment, $2,000; Duplex flat-bed newspaper press, 8pp., $3,000; Goss Semi-Rotary flat-bed press, 10pp., $4,000; Potter newspaper rotary press, 16pp., with stereo. equipment, $4,500. Baker Sales Company, 200 Fifth Ave., New York City.

INSTRUCTION

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way; keyboard and lessons for home study or six weeks at practical school in Toledo at trifling cost. We sell Sinclair's book on mechanism of intertypes and linotypes; whatever machines are in use Bennett's system, in conjunction with Sinclair's book, saves hundreds of dollars; every man connected with Bennett's School is a world-beater. Write for literature of almost unbelievable results obtained through study of Bennett's system. MILO BENNETT'S INTERTYPE SCHOOL, Toledo, Ohio.

QUICK ON

Megill's Patent

SPRING TONGUE GAUGE PINS

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. & Mfr.
763 Atlantic Ave., Brooklyn
From Us or Your Dealer. FREE BOOKLETS

VISE GRIP

Megill's Patent

DOUBLE GRIP GAUGES

COVERS

FOLDERS

LETTERHEADS

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HALFTONES

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COLOR PLATES

EMBOSSING PLATES

ELECTROTYPES

OF SINCERITY

The world ever needs and seeks sincerity.

It is the fibre and fabric of all success.

It is both cornerstone and keystone of any business which shall last.

It promotes clarity, confidence, co-operation and commercial growth.

Sincerity is building prestige for this plant.

It is represented in the quality of art and craftsmanship which we offer; in the alert care and studied skill which we devote to every job from the most simple zinc to complicated color plates and delicate halftones.

Our work covers the entire field of engraving under the supervision of men who understand and who work with sincerity.

May we include you among our many satisfied patrons?

PREMIER ENGRAVING CO.

DESIGNERS ENGRAVERS

MILWAUKEE 1105 VLIET STREET WISCONSIN

THE LINOTYPE

is the machine of
no compromise

Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation.

MORE THAN 43,500 IN USE

© TRADE **LINOTYPE** MARK ©

THE MACHINE THAT LASTS

LINOTYPE FACES

The owner of a LINOTYPE *can accept* ANY JOB *because the Mergenthaler Linotype Company is behind him with matrices to do any kind of composition, an unstinted number of faces and all typographic material from rules to period ornament.*

This advertisement is composed entirely of LINOTYPE *material*

NATIONAL PRINTER JOURNALIST

MAY, 1922

Vol. 40, No. 5

THIRTY-NINTH YEAR

Published by
Trade Press Publishing Co.
Milwaukee, Wis.

Subscription Price
United States and Canada $2.00
Single Copies 20c

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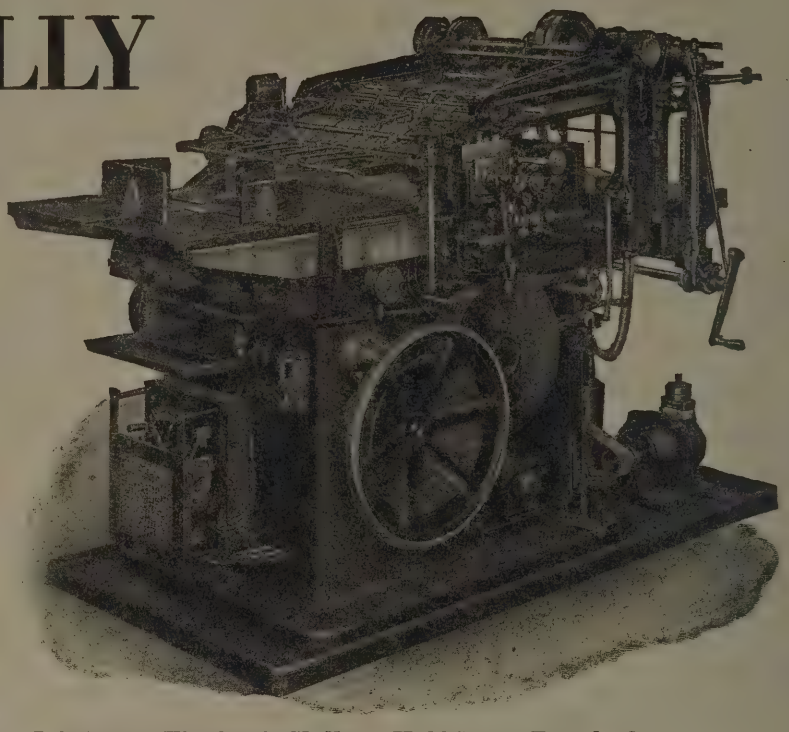
A Monthly Magazine for Printers and Publishers

The KELLY

AUTOMATIC JOB PRESS HALF SUPER-ROYAL: SPEED 3600 AN HOUR EASILY. THE ONLY ABSOLUTELY AUTOMATIC FLAT-BED PRINTING PRESS. QUALITY OF PRODUCT UNEXCELLED. EASY TO OPERATE. THE GREATEST MONEY-MAKER OF THEM ALL. IT WILL MAKE MONEY FOR YOU.



The Kelly Automatic Job Press—The Little Kelly—a Half Super-Royal, plus
This Press is also sold with an Extension Delivery

A Platen Press Printer who can afford to buy an additional platen press is also in a position to buy a Little Kelly. Comparing cost with production the Little Kelly Automatic Job Press is the lowest priced of all printing presses.

Any man competent to run a platen press can run the Little Kelly successfully. After a few days' instruction, which we give when installing a Little Kelly, he will prefer to run the Little Kelly, because the work is easier, though the product is more than doubled, and larger work may be done than on any other job press.

A Platen Press Printer's wisest step upward is to buy a Little Kelly rather than a mechanically fed platen (which doesn't alter his status) or a big, slow cylinder. A. F. Duffenbach, South Bend, Indiana, who has two Little Kellys, writes to us thus:

"I wouldn't trade my two Little Kelly Presses for the two best cylinder presses made."

Mr. Duffenbach says this because he finds it more profitable to split the occasional big job and run it on his high-speed Kellys than to put a big form on a slow-moving cylinder. Mr. Duffenbach's Kellys are profitable. He has ordered a third.

Ask our nearest Selling House or agent to show you samples of work done on Little Kellys. Be governed in your decision by the evidence of your own eyes.

FOR FULL PARTICULARS APPLY TO NEAREST SELLING HOUSE OF THE

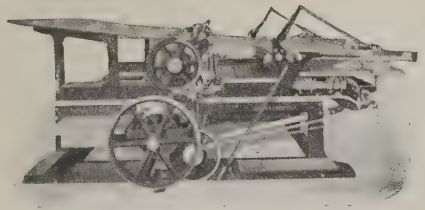
AMERICAN TYPE FOUNDERS COMPANY the Developer and Manufacturer of the Kelly Press; and also to BARNHART BROS. & SPINDLER, Washington (D. C.), Dallas, Omaha and Seattle; DODSON PRINTERS SUPPLY COMPANY, Atlanta; and TORONTO TYPE FOUNDRY COMPANY, for Canada east of Port Arthur. In Canada west of Port Arthur, AMERICAN TYPE FOUNDERS COMPANY, Winnipeg.

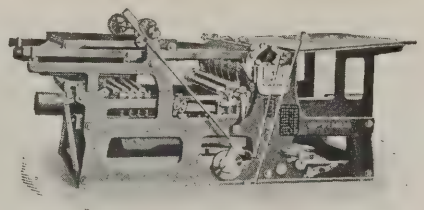
SET IN MEMBERS OF THE BODONI FAMILY

Johnsonized

High Grade Machines for Book, Job and Catalog printing. These presses are all modern machines thoroughly remanufactured, guaranteed to be free from defective material and workmanship and as good as new for all practical purposes.

Further details gladly given to interested parties. Send for complete list of Johnsonized Printing, Binding and Typesetting machinery.





One No. 0000 Miehle, four roller, both deliveries---fly and sheet. Bed 46x 62, equipped with Fuller automatic feeder.....$5500.00

One No. 1 Miehle, bed 39 x 53 four roller, both deliveries.....$3500.00

One Pony Miehle, bed 26 x 34 both deliveries.....$2100.00

One Huber 2 revolution, four roller bed 39 x 52 front fly delivery $2400.00

One Huber 2 revolution, bed 29 x 42 four roller, front fly delivery $2200.00

One Century 2 revolution, bed 25 x 31, 2 roller, front fly delivery $1500.00

One Century bed 26 x 35, 2 revolution 2 roller, front fly delivery $1700.00

One Optimus 2 revolution, bed 36 x 53, front sheet delivery, four form rollers..... $2800.00

One Optimus 2 revolution, bed 29 x 43, four form rollers, front sheet delivery $2400.00

One Whitlock, 2 revolution, 4 roller, bed 35x47, front fly delivery $2600.00

One Whitlock, 2 revolution, bed 29 x 42, 4 roller, front fly delivery $2200.00

One Babcock Express Drum, bed 24x 31, high speed.....$1000.00

One Cottrell 2 revolution, bed 43 x 56 front fly delivery, four form rollers $2600.00

One Stonemetz 2 revolution, No. 3, bed 25 x 33, two form rollers, front fly delivery..... $1250.00

C. I. Johnson Manufacturing Company

Saint Paul, Minnesota

JOHNSONIZED PRINTING MACHINERY—HANSEN TYPE—COMPLETE PRINTING OFFICE OUTFITTERS

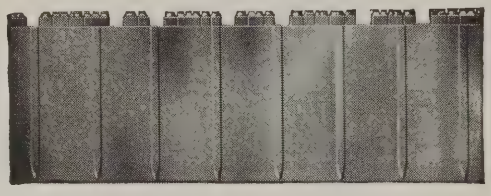
SET IN HANSEN TYPE

ABOUT BUYING TYPESETTING MACHINES

Consider the Product

When contemplating the purchase of any sort of machine the first consideration one gives is to the service it will render; and the quality and utility of its product. Slug-casting machines are no exception. Their business is to produce slugs, and the more perfect the slug, the more serviceable the machine.

The Slug



THE LINOGRAPH'S EXCLUSIVE LOW QUAD SLUG

The Linograph is so designed as to produce a slug that will best meet the most exacting requirements of any printer. It has three special features that warrant the consideration of every good printer.

The Low Quad Line. This feature alone makes the **Linograph** a slug-casting machine to be preferred. Study the illustration carefully. Take note of the unusually low quad line. One can readily see how this will eliminate all the chiseling and routing necessary to prevent blank quad lines from smutting.

The Accurate Alignment. The solid steel, harden d and ground elevator jaws, which have no movable parts to wear or slip; and the accurate and solid lockup insure a more uniformly perfect alignment of characters.

The Perfect Printing Surface. The specially constructed casting mechanism forces the molten metal against all the characters with the same pressure, securing an exceptionally well filled and clear faced slug. This enables much printing to be done direct from **Linograph** slugs without make-ready of any kind.

These combined features make the **Linograph** product, the slug, a truly satisfactory asset to your business. And the slug is but one of the many desirable features that go to make the **Linograph** such a successful and profitable slug-casting machine. Many other equally important reasons are given by **Linograph** owners and users themselves in our booklet "Answers to your Questions." Write for it.

The Linograph Company
Davenport, Iowa. U. S. A.

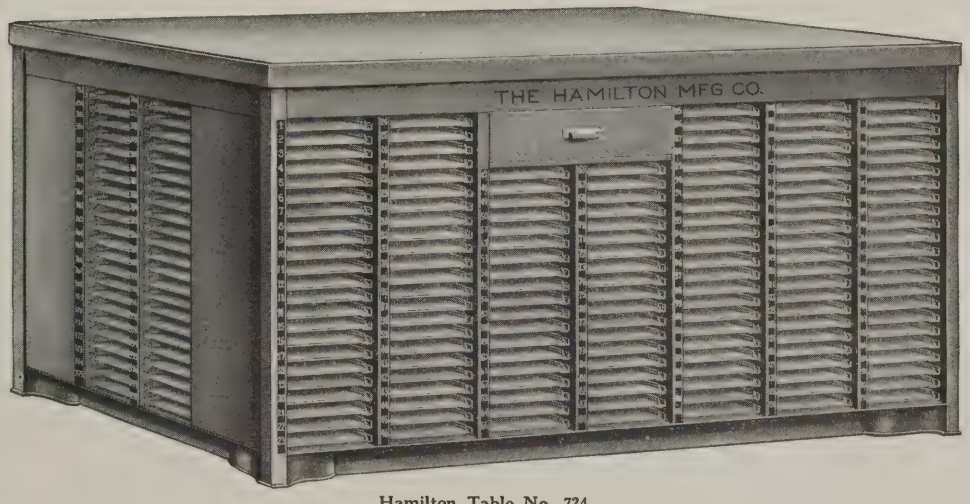
EUROPEAN REPRESENTATIVE
ETABLISSEMENTS PIERRE VERBEKE
BRUSSELS, BELGIUM

AUSTRALASIA, SOUTH AMERICA
PARSONS & WHITTEMORE
299 BROADWAY, NEW YORK CITY

THE MACHINE THAT GROWS WITH YOUR BUSINESS

Reduce Your Costs

The aggressive printer realizes that if he is to survive the keen competition of to-day, unnecessary expense must be eliminated and every facility provided to insure maximum production at minimum cost. Hamilton Imposing tables are a big help. One of the most satisfactory designs is shown below.



Hamilton Table No. 724

Although especially designed for storage of catalog, directory or tarriff pages, these tables are equally adapted for storage of every description, providing as they do a place for each page (or form) on individual galley, thereby effecting a real saving in each handling, correcting, proofing, etc.

DETAILS:

Made in both wood and steel. Entire base of table equipped with runs for Hamilton Steel Galleys, size 8¾ x 13 in. Both sides alike. Each opening numbered on upright.

No. 723 (steel) has a capacity of 398 galleys on runs. Takes iron top 51x75; marble top 48 x 72.

No. 4020-A (wood). Same design as No. 723 but has capacity of 380 galleys.

No. 724 (steel) has a capacity of 306 galleys on runs. Takes iron top 39 x 65; marble top 36 x 62.

No. 4010-A (wood). Same design as No. 724 but has capacity of 292 galleys.

Nos. 724 and 4010-A have a deep drawer in each side at top; Nos. 723 and 4020-A have a drawer at each end.

Tables are rigidly constructed and will last for years If your equipment does not include them it **should.** Order now.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by Prominent Type Founders and Dealers Everywhere

Best Brush for Halftone and Type Forms

THE AMERICAN PLATE BRUSH

MADE OF FINESPUN BRASS WIRE. FOR USE WITH BENZINE

Note the rim of bristle. Outside brass bristles do not bend and fray as in brushes without this protection

No. 1 . . . . . Size, 2⅜x4⅛ inches
No. 2 . . . . . Size, 2⅞x6⅝ inches

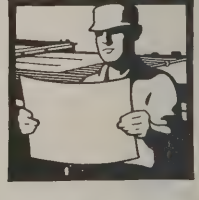
MADE ESPECIALLY for cleaning halftones, this brush can be used on the finest shaded or small-size type without damage to the fine hair lines. It is a good all-around benzine brush for general use and will be found cheaper in the long run than the best quality of bristle benzine brushes.

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

Cooper Black

Designed by OSWALD COOPER



A dominant type face
A bold Roman that is a genuine design
It delivers the message with the convincing force of powerful expression

Write for Specimen Showing Sizes 6 Point to 120 Point

Printcraft Illustrates Font 8 Designs and 8 Tint Blocks

BARNHART BROTHERS & SPINDLER

CHICAGO · WASHINGTON, D.C. · DALLAS · SAINT LOUIS · KANSAS CITY · OMAHA · SAINT PAUL · SEATTLE

THE SIGN LANGUAGE

In the vast North American Continent, the far flung Indian tribes used the signs and symbols of a visual language. Though their hunting grounds be removed to the farthest north south, east or west, these symbols were alike intelligible.

In this same vast country today there are signs and symbols that are universally known to stand for quality and service. The imprint of the Barnes-Crosby Company enjoys this distinction, wherever faithful and beautiful reproductions are appreciated.

In our shops the most complex and diversified copy receives that expert care which insures a reproduction rivaling the original in beauty and craftsmanship.

BARNES-CROSBY COMPANY

E. W. HOUSER PRESIDENT

ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS

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Pioneers

Men with vision and courage to follow their ideals. Thus we visualize the pioneers of business and the world of art.

Artists who combine business vision with artistic skill, to illustrate your message, and Engravers who make possible the universal appeal of the Artists' creations are at your service.

The Artcraft Engraving Co.
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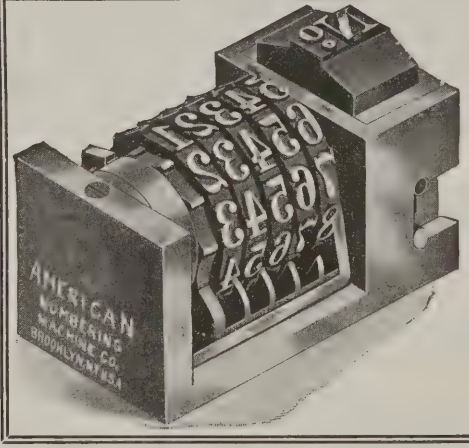
Milwaukee, ~ ~ Wisconsin



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	Former Prices	Present Prices
Standard Model 30 5 Wheels	$20.00	$16.00
Standard Model 31 6 Wheels	22.00	18.00

No change in construction. Same Machines throughout that sold for much higher prices.

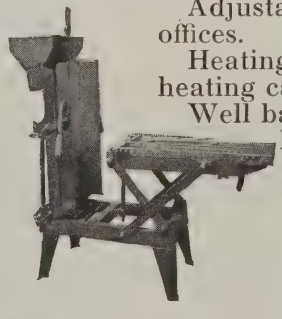
Your chance to buy the World's Standard Numbering Machines at greatly reduced prices.

All Dealers Sell Them

American Numbering Machine Co.
220-230 Shephard Ave., BROOKLYN, N, Y,
Branch 123 W. Madison St., CHICAGO, ILL.

The Only Typographic Numbering Machine with Cold Rolled Steel Case

Stereotype Casting Machines



Adjustable to meet every requirement of both large and small offices.

Heating system includes burners for Melting pot and for preheating casting box and mat drying.

Well balanced and easily operated.

Made in three sizes, Maximum casts No. 4— 9 x 16½″
No. 5—11½ x 22″
No. 8—17½ x 22″

Write for descriptive circular

C. E. CALLENDER & CO.
MANUFACTURERS
4430 N. Clark Street. Chicago, Illinois.

GOSS

"COMET"

The Ideal Press for the Big "Little" Paper

(Daily, Semi-Weekly or Weekly)

Prints 4-, 6-, or 8-page newspaper from roll paper and type forms. Always reliable and dependable —no web breaking.

The original single-acting press in a class by itself

THE GOSS PRINTING PRESS COMPANY

Main Office and Factory
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New York Office
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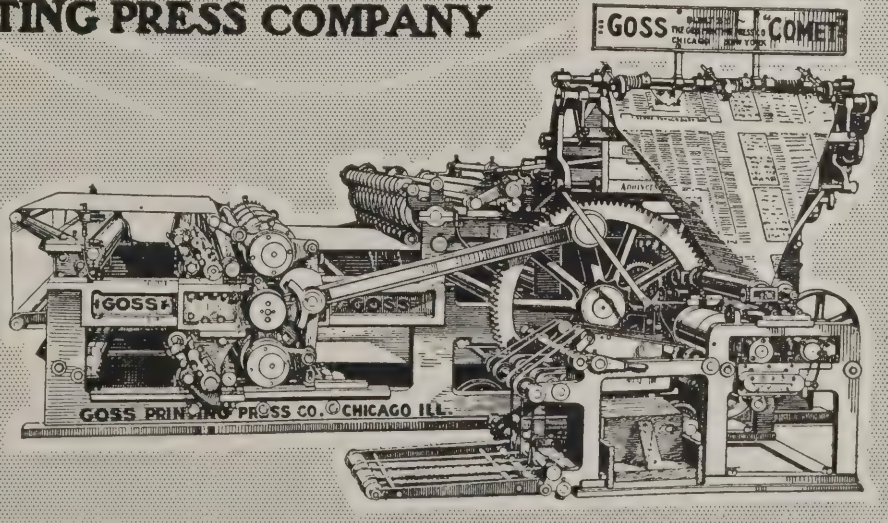


C. & G. Trimmiter

A Composing Room Saw

SAWS
TRIMS
MITERS

Patent Applied For

"AD-ALLEY MODEL"

A COMPACT, sturdily built machine. Designed to meet present-day conditions in the average job or newspaper plant. Fully safeguarded. Few parts. Dependable. Accurate. Made in three models, reasonably priced.

"Ad-Alley Model"

Built for speed. Cuts to 30 picas. Can be used as an auxiliary machine.

Model No. 1

Similar to "Ad-Alley model," but equipped with 60 pica gauge.

Model No. 2

Has large table and can be elevated to any position for undercutting or outside mortising. Cuts to 60 picas.

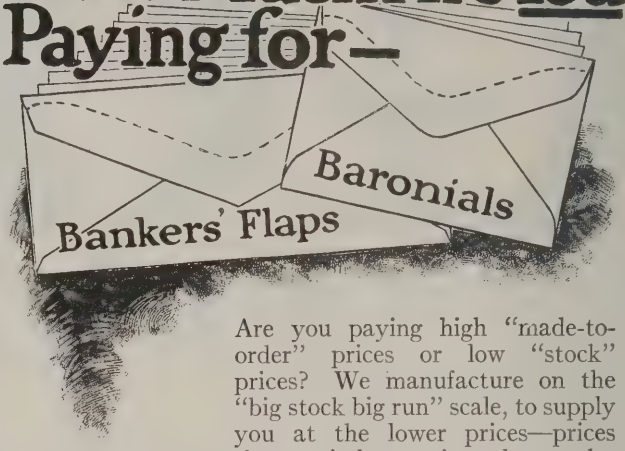
All machines equipped with Miter Attachment, Miter Gauge, and Motor of any standard voltage.

For Further Information, Write the Maker:

C. & G. MFG. CO.

538 S. Dearborn St., Chicago, Ill.

How Much Are You Paying for—



Are you paying high "made-to-order" prices or low "stock" prices? We manufacture on the "big stock big run" scale, to supply you at the lower prices—prices that can't be consistently met by small production methods.

Strictly a Printers' and Lithographers' Service

Perpetual Stocks

—and large stocks, quality envelopes and immediate deliveries—these are the factors that make the notched "W" envelope service an extraordinary asset, to printers or lithographers.

All Envelopes Extra Heavily Gummed

Baronials, Bankers' Flaps, Card Envelopes—all regular and special sizes—in suitable grades of white-rag, wood content, Kraft papers—plain or printed. And you can order from stock for immediate, rush order deliveries. Any of these styles we will also make up from stock which you furnish.

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GENTLEMEN: Without obligation, please send me one of your new time-saving price lists—the one that fits the Price Books.

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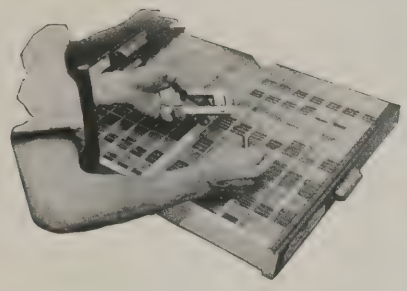
Address.....

City or Town.....*State*.....



The natural system for better display—

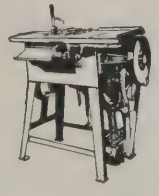
When your composing room is equipped with the Ludlow for Display you are never at a disadvantage because of lack of material.

Your capacity for display is unlimited—no time lost hunting sorts—advertisers get better set-ups.

Compositors set Ludlow brass matrices in the natural way and cast full lines on quality slugs.

Figure it any way you like—cost of installation—production or upkeep—the Ludlow adds up best.

The Ludlow System meets the display demand of the small composing room and the big one—because the basic principle is right.

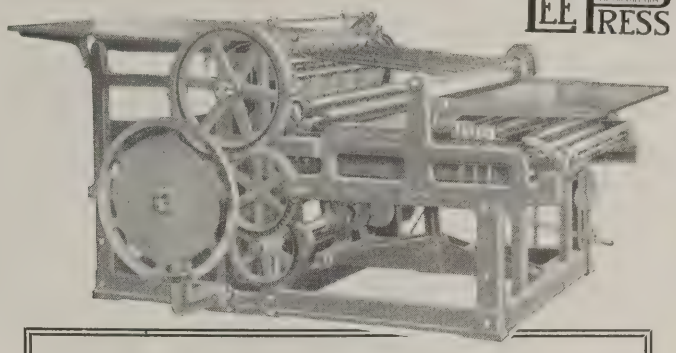


Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

The Ludlow is a system for display composition on slugs—12 to 60 point.

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

LEE PRESS



Combining Quality, Service and Price

Quality—The Lee Two-Revolution Press is carefully built in our own shops by skilled printing press machinists, and under the personal supervision of men who are press experts. The castings are all made in our own foundry, and each one must pass a most rigid inspection. Every Lee Press is fully erected and tested with a full form under actual printing plant conditions. Our press testers are practical pressmen. The Lee Press possesses a rigid impression, registers perfectly, has a fine distribution and will deliver a superior product at a very low cost of operation.

Service—The Lee Two-Revolution Press is built by an old established and most favorably known company that has been manufacturing high grade printing machinery for more than a third of a century. They are willing to stake their enviable reputation on the Lee Press, which is a guarantee of long and faithful service to the user of every press.

Price—The Lee Two-Revolution Press is sold at a reasonable price, and its low cost of operation and economical up-keep means a low final cost. The Lee Press will handle every kind of work expected of a high class two-roller, two-revolution press, and do it at a price that will make money for the user. The Lee Press will pay large dividends and prove the best investment you can possibly make in a cylinder press.

Every Lee Press is equipped with Counter, Jogger, Air Springs, Trip, Brake, Cast Rollers, Wrenches, Side Power Fixtures, etc.

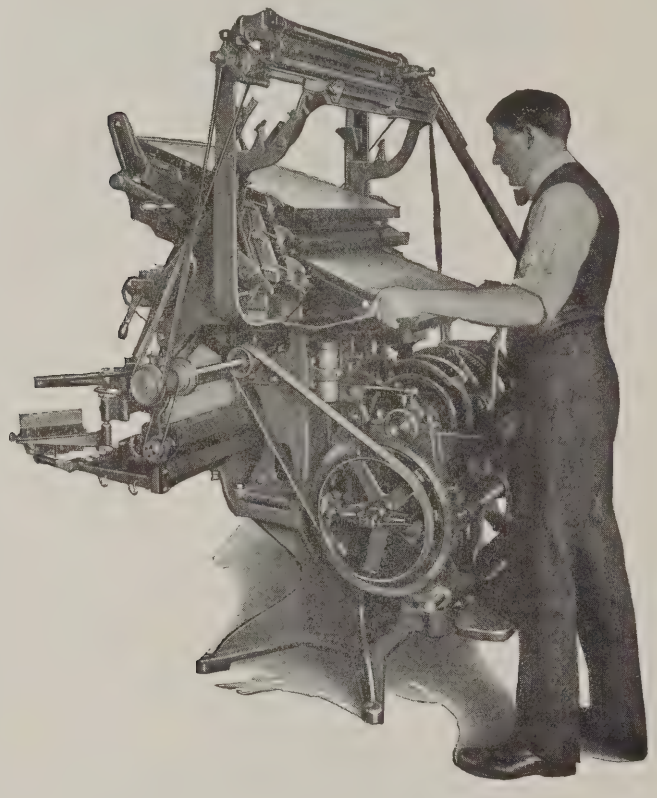
Write Today for Full Particulars and Prices

The Challenge Machinery Co.
Main Office and Factory, Grand Haven, Mich.
CHICAGO, 124 S. Wells St. NEW YORK, 461 Eighth Ave.

5th Reason

WHY the INTERTYPE *IS* "The *BETTER* Machine"

This is the fifth of a series of practical talks on Intertype construction. More will follow. Watch for them!



The bottom magazine of any three-magazine Intertype, as well as the middle and top magazines, can be removed and replaced in fifteen seconds. This has been a feature of all three-magazine Intertypes since they were first brought out *eight years ago.*

"Intertype" stands for Interchangeable typesetting machines

Are you receiving our new series of monthly illustrated leaflets on "INTERTYPE FEATURES"? If not, send for them.

INTERTYPE CORPORATION

General Offices, 8071 Terminal Building, BROOKLYN, N. Y.

550 RAND-MCNALLY BUILDING, CHICAGO
306 ARONSON BUILDING, SAN FRANCISCO
303 GLASLYN BUILDING, MEMPHIS
Canadian Agents, TORONTO TYPE FOUNDRY CO., LTD.
British Branch, Intertype Limited, 15 Britannia St., King's Cross, London, W. C. 1

National Printer-Journalist

Vol. 40. Milwaukee, Wisconsin, May 15, 1922. No. 5

Mill Brand Paper and Its Relation to Good Business

Good Merchandizing Endorses the Use of Trademarked Goods for Printing Industry as in Other Lines.

WHEN a representative group of business men decides upon a policy in which all concur, it may be safely assumed that there is a good reason and a sound motive behind such action.

The United Typothetæ of America has urged the use of "Mill Brand" paper by printers and publishers. This suggestion is sensible and is promoted for many reasons, which, without much investigation, should suggest themselves to any printer. However, for clarity and understanding it might be well here to review some of the points favoring this action.

By "Mill Brand" paper, as is probably well understood, is meant paper stock of a certain grade and uniformity which the makers identify with a definite trade-mark and produce as a standard product of their mill. Generally it is well advertised and consequently represents the best work of which the mill is capable. It is distinguished from the indiscriminate stock which is not identified with any mill but is marketed under some individual jobber's selected name or mark.

Now, by way of example, let us consider the value of the trade-mark in other lines; the why and wherefore of such marks and what they have meant to the tradesman as well as to the consumer. Have you ever heard of Palmolive, John B. Stetson, Kodak, Pillsbury's Best, Hart, Schaffner and Marx, Eversharp, Tarvia, Underwood, Smith Bros., Camels and countless other familiar names which we might mention ad infinitum? Of course you have heard them and read them and set them by hand or machine hundreds of times.

Those familiar names have cost fortunes and years to popularize. They have been adopted to represent a quality of product. They have been chosen so that buyers might associate with these names a proven reliability in the goods named. And this quality and reliability *must* be maintained. Let a widely advertised and trade-marked brand of goods reveal an inferiority and it may promptly mean a total loss of the work of a generation and the total destruction of a big business.

The trade-mark or mill brand promotes confidence and builds deserved prestige. Behind such a mark the manufacturer stakes his reputation and upon it builds his business destiny. If sentiment may be considered in such a connection, he will be jealous of the significance of his mark; it will be his trade escutcheon which he will endeavor to keep free from blot.

Let us say that the Blank Mills have spent years in producing XYZ Bond. Into it goes all of the scientific knowledge and skill which the mills possess. Sure

Standardization of Mill Brand Papers

At the mid-year meeting of the executive committee of the U. T. A., held in Chicago, April 5-8, the following resolution on the standardization of mill brands of paper was unanimously adopted:

Whereas, the Bureau of Standards under the direction of Herbert Hoover through the Department of Commerce is now endeavoring to establish definite standards in the paper and printing industries as regards sizes, grades and customs, and

Whereas, the U. T. A. being vitally interested in every movement which will improve conditions in the printing industry, wishes to support this movement in every possible way.

Be it resolved, that the executive committee of the U. T. A. go on record as being in favor of the use of standard mill brand papers in the least possible number of grades, sizes, weights and colors.

Be it further resolved, that this organization shall urge all paper manufacturers to identify their product by mill marks, or trade names, water-marked in the sheet or printed on ream and case labels.

In accordance with the above resolution, all members of the United Typothetae of America are urged to co-operate with the International Association and the agents of the Government in carrying out the spirit of the above resolution.

of its quality its makers advertise it broadly and distinguish it with a definite name which pledges this quality. Perhaps the entire investment of these mills hangs on the success of this paper. Surely, then, the manufacturers will strictly hold to the quality which has become known under this name.

On the contrary, when a printer buys a nondescript stock, marketed under a "special brand" name, or made up for some jobber as his particular brand, he buys a product with no implied guarantee of worth. Since the makers may not even be known to the buyer, he buys in the dark. Perhaps the stock may be good, but it may easily be otherwise as the manufacturers have not seen fit to back it with any recognizable mark which has identified known good papers; in its orphan state there is no obligation towards, nor assurance of, sustained good quality.

The public no longer requires education as to the wisdom and economy of buying merchandise carrying a familiar trade-mark which has become the signal of dependability. The jobber who sells "Mill Brand" paper and the printer who buys it are declaring for better business. Every day the newspaper publisher reveals his faith in trade-marked goods by his association with national advertisers who are his patrons. Consistency requires that he patronize the idea in his own business.

The promotion of the Mill Brand idea in paper selling is in keeping with the standardization program of Mr. Hoover, which is another point to consider. Standardization is economy; it is essential to consistent business growth. Do your share towards bringing it to pass.

Finding Work for Surplus Equipment

Industry Must Predicate All Plans for Future Ultimate Return of American People to Normal Economical Activity

IN the printing trade there is strong tendency to meet the problem of over-equipment at least halfway by developing new business. Success of such efforts will reduce to a minimum the losses chargeable to the unusual demands of the war period and two years following.

Herbert Hoover's hopeful attitude impels us to look over our future progress to provide for the present surplus of productive machinery. He said before the Interstate Commerce Commission recently:

> "We must predicate all plans for the future on the ultimate return of the American people to a normal economic activity, with our annual progress in the expansion of our production, of our plant and equipment, of our skill and our efficiency. There can be no question that this return will take place, and no responsible body will approach our problems on any other basis."

Mr. Hoover foresees a repetition of car shortage, of congested production when business reaches normal because of neglect of railroad expansion. He is certain that the railroads as their business rises will become very profitable. He would stimulate business by reducing rates and thus bringing consumer's goods down to the producer's lower buying power. That is a principle that might be applied to other industries besides transportation.

In the printing industry seven national organizations have agreed to the vital need of reducing material costs. They have accepted and placed in service a simplified standardizing plan that promises cheaper paper machinery, ink and other articles consumed in large quantities. They are cultivating salesmanship. They are going to the consumer with real inducements to buy in the form of lower costs and prices.

Need of resuming normal progress is as pressing among printers as among other manufacturers. A survey made by John Williams under the direction of the Society of American Federated Engineers for the Secretary of Commerce showed that the printing business is 50 per cent to 150 per cent over-equipped. This is a condition however which is more or less characteristic of all businesses doing custom work as contrasted with the manufacture of a standardized product. We must have sufficient equipment to handle the peak loads which come at certain periods of the year. Joseph A. Borden, of the American Writing Paper Company, addressing the United Typothetae recently, urged that new printing customers must be found to take the products of over-equipment.

"You cannot bring down costs in printing," he urged, "by chasing one another's customers for business already in existence."

Over-equipment is seen as a repelling element to the experienced buyer. The latter has learned to avoid the plant running at only half its capacity at least. He knows this condition involves a vast excess of overhead expense and labor costs. He seeks the plant that saves in these costs by quantity production.

The survey conducted in this city by the United Typothetae disclosed over equipment of more than 20 million dollars or 41.9 per cent., based on operating 797 plants with one shift of eight hours each on two-thirds productive time, or 1,600 hours a year. Among the interesting results of this analysis were:

Relation overhead to payroll	96%
Relation overhead to material	73%
Relation overhead to cost	29%
Relation overhead to sales	26%
Relation payroll to cost	30%
Relation payroll to sales	27%
Relation payroll to material	74%

It is worthy of notice that the relation of overhead to payroll for the printing industry throughout the country is 126 per cent., against 96 per cent. here.

Paper manufacturers supplying the principal raw material of printing have joined successfully in the effort to cut costs. Prices have been descending for a year. In that time they have fallen 40 per cent. The heaviest burden on the printer as on every manufacturer, is wages advanced far above the pre-war level. Weekly earnings have fallen in the last year in nearly every industry in New York state as the Labor Bureau's report shows. The average decline is nearly 12 per cent. Printing and bookmaking are exceptions. Weekly earnings in December in these industries averaged $33.16 for employes of all classes against $17.03 in December, 1914.

That is a wage advance of more than 94 per cent. It offers the chief obstacle to obtaining orders that would furnish work to those unfortunate printers who are part of the army of the unemployed. In this state alone the Labor Bureau reported a reduction in the last year of more than 4000 employees of the printing and paper goods trade. Work for these as well as for idle plants is sought in the effort to create new demands for printing.

Standardization also is aiding in the progress of cost reduction. The American Writing Paper Company for example formerly produced 237 grades of paper and now limits them to 41.

Printed salesmanship is the aid that the printer offers to industry in all lines of production. He creates advertising campaigns based on pamphlets, catalogues and house publications that interest the reader in industrial products with the aid of effective written and pictured description. He urges the use of the mail as well as the advertising columns of the newspapers. There were 600,000 business concerns reporting a profit in a recent year. Only a small percentage advertise regularly, including those most widely known. The largest and most successful advertising publication in the world has only 600 who buy its space. There is a wide field open for business among other business men who have failed to use these great advantages for themselves.

Much of the neglect of printed salesmanship is due to unskilled and wasteful efforts that have failed. Up-to-date printers are now giving the attention to printed salesmanship service. In this they follow the campaign of service to the automobilist that has been a a large factor in the big development of the motor car industry. Usually the man who buys printing needs advice in making his appeal effective. The printer who does not look beyond his shop window is not qualified to give the service of printed salesmanship. It is the work of a trained specialist of high type.

By organizing and pooling their knowledge in the education of ambitious young men the printers hope to make a substantial advance for printed salesmanship. The American Writing Paper Company has organized such a campaign, aided by the United Typothetae. A series of twelve books of instruction is being distributed to show how service can be utilized to make business grow. A second series of manuals will be distributed among business men to awaken them to their need of printed advertising in combination with written salesmanship. It will also point to the business man's need of a skilled advisor and a carefully prepared plan in using printed matter.

The manufacturer needs the printing specialist for his advertising, just as he needs the patent lawyer to secure the advantages of mechanical inventions. The exporter or mail order manager requires the printing specialist as he requires the traffic expert. The retailer would not trust his delivery trucks to an untrained driver. The difficult task of a printed selling campaign requires an even higher degree of intelligence and careful preparation.

Instruction in preparing printed salesmanship is being given by men who have succeeded in planning direct mail campaigns and in writing such material. Lessons will be distributed at least weekly by the Typothetae through their local organizations to classes already well advanced in other branches of the art that preserves arts. These include a general salesmanship course, and the use of all classes of advertising, including newspapers, magazines, posters and billboards. The result of this business building effort will be watched with interest. It should bring more rapid expansion to the printing and paper trades than they knew in the pre-war period.—*From Daily Financial America.*

Plans For Big Exposition Completed

International Association of Printing House Craftsmen Extending Every Effort to Make Affair of Greatest Educational Value to Entire Graphic Arts Industry.

Like craftsmen obtain much that is helpful by frequent mingling. A unity of purpose develops a cordiality of spirit. To know the other fellow who is participating in the same game with yourself enhances respect and disarms suspicion. It is profitable to learn the plans and purposes of your neighbor. We learn by absorption. However shiftless the other fellow may be he has some particular quality that you should possess, and thus we learn each from the other.

The above, in epitome, characterizes the movement which has popularized the International Association of Printing House craftsmen. That it is gaining ground so rapidly is due, one might say, to its policy and principle, mirrored in its slogan and motto, "Share Your Knowledge."

Perhaps no other organization in the world is constituted along similar lines of the clubs of Printing House craftsmen. It is in no sense designed for pecuniary profit. Its chief aim is the dissemination of knowledge among executives of the printing and allied crafts.

This year another exposition of plant equipment is to be held, in connection with the annual convention of the association, in Boston, August 28 to September 2. There are those among the manufacturers who objected to another national exposition, following so closely upon the heels of the Chicago show last year, also put on by the craftsmen. Circumstances, however, mitigated to make another exposition desirable, especially after the able manner in which matters were presented by officers of the Craftsmen's association at the Toronto convention of the U. T. A.

Though the Chicago show was the largest exposition of printing machinery ever gathered together the Boston affair will eclipse it. Mechanics Hall, Boston, where the exposition will hold forth, affords three times the floor space of the Coliseum, Chicago, where the show was held last year.

Every prominent manufacturer will have a display. All machinery exhibits will be operative units, turning out work. This is provided in space contracts. It will afford the executive mobile opportunity to judge of the qualifications of the same equipment for his own plant. It will be a graphic portrayal to the executive of the merits of what's new in printing and graphic arts machinery. A number of "mysteries" in new machinery are said to be slated for uncovering at this show, and much that had to be stopped in development during the war has been completed and will have its first showing.

To acquaint the executives of the industry with what is in prospect, officers of the International Association of Printing House craftsmen and executives of the exposition have been making "one night stands" in the various centers of printing, meeting with local clubs of Printing House craftsmen. The committee is composed of Joseph Dallas, manager of the exposition; John J. Deviny, treasurer of the international association, and Meyer F. Lewis of the Printing Trades Blue Book. They are real boosters—live men who splendidly blazed the "B in Boston" trail over the United States during April and May and will continue into June, so that every executive will be acquainted with what he can expect at the Boston show.

BEHIND THE EXPOSITION

Above are shown officers and Directors of the Boston Graphic Arts Exposition. "Who's Who" follows:

1—EDWARD W. CALKINS
Superintendent of the Southgate Press, is President of the Exposition Committee, President of the Boston Club of Printing House Craftsmen and First Vice-President of the International Association of Printing House Craftsmen.

2—JOSEPH J. DALLAS
Formerly Assistant Manager of the Boston office of the Lanston Monotype Company. Is General Manager of the Exposition.

3—JOHN W. FIELDING
Secretary of the Board of Directors of the Boston Graphic Arts Exposition. Mr. Fielding is also Editor and Publisher of "The New England Printer."

4—FRED A. WILLIAMS
Secretary-Treasurer of the Boston Club of Printing House Craftsmen and Chairman of the Publicity Committee of the Graphic Arts Exposition.

5—JOHN D. BABBAGE
New England Manager for the Miller Saw-Trimmer Company, is a member of the Board of Directors.

6—CECIL H. WRIGHTSON
Member of the Board of Directors. He is a trade linotyper under the name of the Cecil H. Wrightson Company.

7—JOHN W. POWER
Member of the Board of Directors and New England Manager of the Philip Ruxton Company, Inc.

8—JOSEPH P. DONOVAN
A past President of the Boston Club of Printing House Craftsmen. Is a member of the Board of Directors. He is one of the owners of the Donovan & Sullivan Engraving Company.

9—HARRY L. BRIGHAM
Superintendent of the Tolman Print at Brockton, Mass., a past President of the Boston Club of Printing House Craftsmen, is a member of the Board of Directors.

Most of the space in the main hall of the exposition building has been already sold and the space in the department devoted to exhibits of printing is fast being taken. The board of directors is now devoting more attention to publicity work, with the intention of assuring a large attendance of visitors at the show. Fifty thousand handsome half sheet wall hangers in four colors are about to be mailed. Every printer in the United States and Canada is on the mailing list. The exhibits will be so versatile that the exposition will appeal to a large field. It is hoped to have a quarter of a million people pass the turnstiles between August 28 and September 2. It will be many years before another graphic arts show of such magnitude will be held.

This unselfish endeavor on the part of the executives of our industry is laudable beyond cavil. There is no incentive toward or intent for profit. It is a "big brother" movement designed purely to keep the executive acquainted with what's new, and help him adapt himself to the constantly changing, ever developing methods of our industry.

The Sales Letter as a Publicity Agent

How a Kansas Salesmanager Humanizes His Advertising and Not Only Brings in the Business but Holds It Creating New Good Will and Permanently Profitable Patronage.

CRITICAL (sometimes caustic) commentary is being made from time to time in recognized trade journals of the foolhardiness of being "funny" in advertising, especially in the direct-mail avenue. No attempt is to be made here to sit in judgment over advertising of this kind. Yet there are times when the outpouring of humanity in print takes on an interesting form.

Such is the advertising produced by Charles L. Mitchell, secretary and sales manager of Crane & Co., printers and stationers of Topeka, Kansas. Mr. Mitchell is a real human, and his humanizing in print literally bubbles over with the enthusiasm that impels it.

Recently the Topeka *Capital* said that whatever else may be said of the buying public, it is human. It talks everyday, understandable language. It likes it. And it responds to it. This fact may account, in some measure at least, for the unusual success of Charles L. Mitchell, secretary and sales manager of Crane & company since 1904. Mr. Mitchell also is advertising manager of the firm, and he is a topnotcher in the preparation of happy, snappy, choppy "copy." At least there are, in his library of scrap books, clippings from 109 separate publications—trade journals, business magazines, newspapers and other publicity mediums—containing recognition and commendation of his unique methods in the preparation of advertising material.

His letters bear the same idea—getting "into the hide" of the recipient. There isn't any secret, unless it be that Mr. Mitchell, being human, is convinced that everyone else possesses that attribute. Folders, pamphlets, blotters, cards—all take a strangle hold on the reader and talk to him in a fashion that strikes home.

Let the desk calendar pad for 1922, sent out by Mr. Mitchell to the friends of Crane & Co., with compliments, convey a suggestion of the way the commonplace is converted into something new, human, mind-stimulating and smile-producing. A few excerpts at random:

"Typewriter desks for the slender stenographer; big desks for the fat boss. Likely traveling bags, to carry socks and coats and handkerchiefs in. Genuine leather and 'near genuine.' Artistic printing and character binding (by fifty-four years learning how). We ain't no spring chicks.

"Everything for the schoolhouse but the teacher and pupils, especially the teacher (who doesn't smoke, chew gum or use face powder). Maps that teach that the world is flat and globes that teach that the world is round. We strive to please. School desks for beginners and school desks for the enders. Front seats for the bad boys and back seats for the good girls. Teachers' desks that hide their feet—and those that don't. Legal blanks prepared by lawyers of ability. Printed and sold by a house of quality—for fifty-four long winters and short summers. Rubber stamps that are made of rubber, look like rubber and wear like—steel. Seals with big levers and little levers. Special designs that cost more than they ought, and stock designs that don't cost as much as they should. Fountain pens for school children, brides, and "meal tickets."

"Lawyers' brief cases. Single pockets, double pockets—and more pockets. Social stationery for L. & L. (ladies and lovers.) Birth announcements, calling cards, graduation invitations, marriage invitations, marriage announcements, death announcements. Catch 'em coming and going. Lithographing—original designers—make your one-story building look like it covered a whole block, and vice versa. Label holders—showing "What's Interned." Pens—steel and near steel. All shapes and sizes. No excuse for poor writing. Pencils—red lead, blue lead, black lead, green lead, good lead and a very, very few poor lead. Ink. Order in the summer time. Hasn't enough booze in it to keep it from freezing in the winter time. Mucilage, too. No good when it is frozen. Rubber bands—little and big ones—thin ones and fat ones. Expanding or contracting—either come or go. Ink—in big bottles, not so big bottles and little bottles. All standard brews.

"Playing cards for telling fortunes. Depends on how you use 'em. Scrap books with and without 'stickum.' The efficient kind and the 'good lookers.' Spittoons (cuspidors) better than the sawdust box or the stove door. Professional burglar service. Safes opened and combinations changed. Start the new year off right. Send for another calendar pad to keep track of yourself; we wouldn't lose you for the world."

Mr. Mitchell extends an invitation to prospective customers and others in this wise: "Step in, will you? If you can't step that far—write in—will you?" Those who read Mr. Mitchell's message are prone to say of him with Shakespearean conviction,—"and the elements so mixed in him that nature might stand up and say to all the world, 'This guy is human'."

In rapid-fire, interesting, sort of homey style, Mr. Mitchell writes to his customers through the medium of the sales letters. Recently this gem went to all the names on his carefully selected list:

"'Taint the bonus bill proposition that's bothering us—we'll gladly pay our proportion of that just obligation. 'Taint the coal strike situation that bothers us—we burn oil. 'Taint politics that bothers us—we aint runnin' for no office. 'Taint the high cost of living that's bothering us—let the butcher and the grocerman worry. We should worry about that. 'Taint taxes that's worrin' us—we can get three years to pay the penalty. 'Taint 'Losing the Old Homestead' that's bothering us—we're paying a dollar down and a dollar per week per life, but,—there is something that's bothering us a heap.

"The boss stuck his head in our door this morning and he says, says he—"Git business or git!" What's worryin' us, is what he meant by that last "git".

"Did you ever lose your job? Did you ever get canned? Aint it an AWFUL feelin'?

"Say, Mister, or Missus—(married or happy) don't you need a couple of lead pencils, or a dozen pens, or a half a sheet of carbon paper, or somethin'? If ever a 'feller needed a friend,' that time is 'right now.' I dont need no 'moral support' nor 'sympathy'—both of them fine for the mind but considerable 'short' in the cash drawer.

"I've written you for years but now I'm writing for a meal ticket. Let me repeat once more—don't you need a typewriter ribbon, or a small job of printing, or a cuspidor, or a handbag, or 'something'? We know there's much suffering in the far east and in the middle east and in the near east, but unless you help us out, there's going to be some considerable suffering

in the great middle west, and a "fat friend of yourn" will be considerably 'redoosed'.

"Don't—please don't, send us any $100,000.00 orders. You won't, will you?

"You know we only have about a $250,000.00 stock on hand and if three of you should send in an order for $100,000.00 each, you would put us out of business—temporarily.

"What we want today is just the orders for the supplies which you will need to "tide you over" until the time comes when we can see this "business rainbow" showing up just a little clearer, just a little more distinct than it is showing right at this time.

It is there now and you can see it if you look at it just right and in the very near future it is going to 'loom up' so big and so brilliant that you can't help but see it.

"Hoping that you will 'have a heart' and see to it that we get at least a small order so that all both of us will 'live happily ever afterwards,' I am—."

Engraving Costs Stand

At a luncheon of the Washington Trade Journal association, Seattle, W. R. Harrison, of the Seattle Engraving company, in discussing engraving costs and the probability of a decline in prices, spoke with interest.

"After all," he said, "engraving is not a manufacturing process. It is a personal service, the courts have decided, because each engraving is made to order and is useless to anyone except the person who ordered it. If the engraving is not taken by the one who ordered it, it can not be put in stock or sold to someone else. It is merely a block of wood and a piece of scrap metal.

"Engravings by the photo-engraving process had to displace wood cuts, made by hand. The small wood cut could be turned out quickly and in order to compete with hand work, the cost of a small engraving was put down below cost of production. The minimum charge used to be eighty cents. ut the processes such a plate goes through are the same as those for a large plate. The profit was in the big plate, for here the wood cuts cost a great deal more in the large sizes. The photo-engravers could under-bid the wood engravers on large plates and still make a big profit. Prices for large plates were, in the beginning, out of all proportion to costs. Today you can get a large copper halftone at about the same price you could get one ten years ago. It is the small engravings that have come up in price, while the large ones have remained almost stationary.

"When you order an engraving it is the quality of the work you consider, and the service you can get—the time in which it can be finished and delivered to you. Like any other personal service you pay for what you get, and if you buy engravings at bargain rates, then it is inferior work or the service is slower, or there is some other compensating factor."

Public Printer Carter's Talk Broadcasted

Members of local typothetæ within a radius of 500 miles of Chicago gathered in special meetings Thursday, April 20th, and listened to the talk delivered by public printer Geo. H. Carter to the members of the Franklin Typothetæ of Chicago which was broadcasted by radiophone. He extended a general invitation to all printers to call upon him when in Washington at the Government Printing office, "the largest printing plant in the world." "It is an almost overwhelming sensation to stand here in the Chicago radio station and realize as I attempt to speak that my voice may be heard in Wisconsin, where I was born, in Iowa, where I was raised, in Missouri and Kansas, where I once lived, and in Indiana, Michigan and Minnesota, where I have many good friends."

Illustrated Letter Becoming Increasingly Popular

SINCE the rapid strides made by direct-mail advertising portend the practicability and reasonableness of this class of publicity, the illustrated letterhead has become increasingly popular. It offers possibilities for bringing to the attention of the recipient details of business that would not otherwise gain an audience; or, if the usual class of direct-mail publicity does "go home," it doesn't carry the weight or impressiveness of the illustrated letter.

One printer who has used this style of letter for several months has come to the conclusion that the illustrated letter has become a business necessity.

An illustrated letter comprises four pages. Departing from the usual bonds or linens, the illustrated letter goes out on plated books. This in itself offers possibilities for illustrating that would not be possible on bonds or linens. The first page is in every respect similar to an ordinary letterhead, and as such is used to convey the personal message of the writer. The two inside pages usually are taken up by a double spread. This affords ample space for photographic and type display, yet leaves sufficient space for descriptive matter. The last page can be left blank or printed, thus affording still more space for descriptive matter.

Thus the essentials of Direct-mail literature are combined into a single, neat appearing appeal that affords an opportunity to present verbally and pictorially the writer's proposition to the prospect. These illustrated letters can be used by almost any class of business or in exploiting almost any endeavor, such, for instance, as association activities, building materials, club activities, corporation reports, home furnishings, hotel accommodations, houses and apartments, real estate, illustrating interiors, machinery and equipment, manufacturing processes, office furniture and fixtures, technical descriptions, reproductions of testimonials. In fact every line of industry and merchandizing can be profitably portrayed.

The illustrated letter offers particularly advantageous possibilities to the printer. He advertises too little. One illustrated letter coming to our attention carried in the center spread illustrations showing views of various departments of a very progressive printer's establishment. All were attractively arranged. The story accompanying the spread was pleasing. It gave the reader a word and illustrated portrayal of how his printing would be handled if placed in the care of this concern.

There is splendid opportunity for creative printing in the illustrated letter. The possibilities are big. The farseeing salesman will grasp the idea and capitalize it.

What has the other fellow's price got to do with yours? If your work is right, your service intelligent, conscientious, and painstaking, your price fair to yourself and your customer, you won't have to worry about the other fellow's price. Look to your own house and put it in order first. Then you never will complain about the other fellow.

Printed matter is always an implement for performing some service. The more you know about the service to be performed, the better you can help your customer select the proper implement.

Any boob can get an order at a loss. It takes a salesman to sell at a profit.

SPECIMENS

Executed by Students of the

U·T·A SCHOOL OF PRINTING

INDIANAPOLIS

YOU will find here an exhibition of the methods employed and results obtained by students attending the U·T·A School. The specimens are reproductions of printed jobs from the school plant. The center page spread is taken from a folder which was mailed to prospective Summer School students; the program and ticket were used by the Little Theatre Society of Indiana in their presentation of the play, "Everyman." With the school folder is reproduced the layout from which it was printed. Every piece of work printed in the school, which merits the time and effort necessary in creative designing, is handled in this manner. The aim of this institution is toward an artistic and correct standard of design as well as mechanical proficiency in printing

Lead the followers
or follow the leader
Which?

What is your plan?

The U·T·A School develops
leaders for the printing trades

U·T·A SCHOOL OF PRINTING

INDIANAPOLIS U.S.A.

Date

Gentlemen

Outline of Courses

FOLD

FOLD

FIRST FOLD

① 30 PT CLOISITALIC
② 24 PT "
③ 48 PT CLOISTER BLACK INITIAL
④ 18 PT ITAL
⑤ 8 POINT
(COPY A) 12 PT CLOISTER O.S

SECOND FOLD

(COPY B) 12 PT CLOISTER O.S
① 30 PT
② 48 PT ITALIC
③ 8 PT ITALIC
④ 10 POINT GAR
⑤ 8 POINT
⑥ 7 POINT
⑦ 10 PT ITALIC

THIRD FOLD

① 12 POINT ③ 7 POINT
② 6 POINT
CLOISTER OLD STYLE

This folder is an example of printing from layouts, and was produced in its entirety, by students of the U. T. A. School. The original, which was double this size, was folded and used as a mailing piece

Lead the followers or follow the leader *Which?*

A SIX WEEKS' COURSE of intensive training is being prepared, to be available this summer in the School of Printing. This presents an opportunity for the printer to gain that training which daily routine makes impossible in the plant; a chance to know printing in a broader sense, to get acquainted with the other fellow's job. The leaders in the printing industry know the game from A to Z. They understand printing equipment, its limitations and possibilities. Why not take advantage of this opportunity to increase your efficiency and value as a printer? Qualify as a leader.

What is your plan?

This folder was produced in its entirety by students of the School of Printing

The U·T·A School develops leaders for the printing trades

THE MEMBERS of the faculty have clearly demonstrated their ability through former positions in the industry. They have proven this ability in the hundreds of their students which have taken progressive positions with the trade. You too can be more successful through their assistance. The condensed courses this summer will give the "single track" man an opportunity to execute all plant operations through which a job must pass. He will learn by doing as well as by study. This will familiarize him with each step in the production of printing. Only men with this knowledge and ability are capable of occupying responsible positions today. Leaders are very much in demand.

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U·T·A SCHOOL OF PRINTING
INDIANAPOLIS, U.S.A

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___Typography
___Linotype, Intertype
___Platen Presswork
___Cylinder Presswork
___Printing Instructors
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___Monotype Courses

Gentlemen: You may enroll me in your Summer School for courses checked.

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Outline of Courses

Design and Layout . . . $30.00
This course aids in producing attractive and effective printing. Deals with principles of design and layout of work for proper combination of paper, color, ink, and typography. Six week course.

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Elementary and advanced. Elementary work includes straight and tabular composition and plain ad and job work. Advanced work includes intricate tabular matter and high class job composition. Each course covers three weeks. In the event one is taken separately, tuition is $25.00

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Mechanical adjustments and make-ready on platen presses. Practice work on type and plate forms, color work, embossing, and mixing and care of inks.

Cylinder Presswork . . . $75.00
This is similar to the Platen Course except it covers a broader field of work. There is practice work on type, halftone, and color forms, and mixing inks. Explanation of the practical use of overlays and the care of ink and rollers.

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Specialized training for instructors of printing in the mechanical departments and theory. Training includes an analysis of teaching methods and the outlining of courses.

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Ability to judge and analyze paper is a step forward for the ambitious man. A course covering the analysis of material, paper uses, tests, weights and values.

Monotype Courses (write for rates)
All operations on both Keyboard and Caster. A knowledge of both machines is an aid to advancement. Instruction covering eighteen weeks. Tuition rates covering separate or combined courses sent on request.

Everyman

Being a Treatise in the manner of a Morall Playe

The Little Theatre Society of Indiana. Seventh Season
Mr. George Somnes, the Director. Second Special
Performance of the Season, the last day of March and
first day of April, 1922, Masonic Temple, Friday evening
at eight thirty and Saturday afternoon at three thirty o'clock

Everyman

BEING a Treatise, in the Manner of a Morall Playe, of how Ye Father of Heven Sendeth Dethe to somon Every Creature to come and gyve acounte of theyr Lyves in this Worlde.

The Characters

Everyman	Good-Dedes	Beauty
Adonai (God)	Strength	Five-Wittes
Dethe	Discretion	Knowledge
Messenger	Goodes	Confession

The Players

Stuart Walker	Jack Harding	George Somnes
P. H. Weer	Jane Jillson	Herman Earnest
Evelyn Fife	Arleigh Waltz	Kathleen Willson
Larry Fletcher	Mary Walters	Romney Willson

OWING to the nature *of this* performance the AUDIENCE is respectfully requested to REFRAIN from any demonstration of appreciation by applause *either during or at the end* of the performance.

Everyman

Given by LITTLE THEATRE at Masonic Temple

Friday Evening, March 31st

ONE DOLLAR

BECAUSE OF THE CHARACTER OF THE PLAY, NO ONE WILL BE SEATED AFTER THE CURTAIN RISES AT EIGHT O'CLOCK

THE LITTLE THEATRE SOCIETY

INDIANAPOLIS

The program and ticket reproduced above were designed and printed in the spirit of the sixteenth century, the historic period which furnishes the setting for the play

Stereotype Metal and Its Problems

Treatment in Resmelting No Different Than Composing Room Machine Metals, Though Shrinkage Factor Requires Varied Handling to Overcome Sinks.

By L. D. STAPLIN,
General Manager Metals Refining Company.

There are four kinds of Stereotype Metal used by publishers.

AUTOPLATE METAL—which is adapted for service in those boxes which cool the plates very rapidly, namely Wood Junior Autoplate, Wood Semi Autoplate, Wood Pony Autoplate, Hoc and Goss double cooled and Duplex tubular.

This metal is an alloy as we make it of 80% lead, 13½% antimony and 6½% tin.

NEWSPAPER STEREOTYPE METAL—is a metal adapted for standard newspaper stereotyping. Its formula, as we make it, is intended to answer for service in the very wide range of equipment used and to give results with a minimum casting trouble and dross waste. It contains 81% lead, 13½% antimony, and 5½% tin.

COMBINATION METAL—is intended for service where one metal is used in linotype, stereotype, monotype, ludlow and elrod equipment. It contains 83¾% lead, 12% antimony and 4¼% tin.

LINOTYPE METAL is now being widely used for flat casting and if it is in fair condition, gives good results. It contains 84% lead, 12⅛% antimony and 3⅞% tin.

In all of these alloys the fine quality, from the user's point of view, depends on how much copper, zinc, iron and arsenic the metal contains,—the less the better. The finest metal contains less than a total of 8/100ths of 1% of those impurities.

The care of these metals, necessary to reduce their waste (Dross) and conserve their quality (Purity and Original formula) is simple and the same in all cases.

No brass mats or rule should be allowed to remain in the dross upon the metal's surface. If it is, copper and zinc will work into the metal.

The clean dross should be allowed to remain on the metal until it interferes with flat casting. It should then be burned off and emptied into the dross pile or drums.

Allowing it to remain on the metal pot surface provides a blanket which holds the heat in the metal, making it easier to maintain a uniform temperature with less labor and fuel. Also it provides a protective covering which prevents the oxygen in the air from coming so directly in contact with the raw metal which combination is the oxide (dross).

It should be burned off with oil whose flame will consume much of the oxygen contained in the dross, thus reducing its quantity and passing back into the metal, the metallic portion that would otherwise be skimmed off as dross.

In burning off a surface dross accumulation, the metal should be hot enough to quickly ignite oil when poured on the metal's surface. If not, the recovery will be less.

To burn off dross, throw a teacupful of machine oil on the metal's surface and while it burns, stir the dross in contact with the flame. If the oil does not ignite quickly, apply a lighted match. If enough oil, flame and stirring are applied, the heavy metallic dross will be converted into a fine powder and reduced in quantity by two thirds.

Each day before any metal is cast from the pot, it should be given a thorough five minute stirring. Then during the time the metal is being used, stir it again gently for two minutes each time at intervals of an hour. Over-stirring creates waste as it makes dross and that is all the stirring necessary with good metal.

Shrinks or sinks in the plates are caused by the strain set up in the metal while contracting during cooling. These are cured in many ways or by combining those ways with metal and water manipulations and observations. Among the more common remedies for shrinks are the following:

1. Sinks are most common at top of the plates for two reasons. A—there is less weight there to hold metal in place and B—there is generally a greater strain occuring near the place where tail-piece ends and mat begins because the tail-piece is metal and the matrix is paper. Since metal is a quick conductor of heat and cold as compared to paper, one agent is passing off the heat in the plate slowly while the other is passing it off rapidly. Therefore there are two kinds of cooling strains set up in the metal at the tail ends at the same time. A paper tail-piece will often result in equalizing this strain so that the shrinks will not cause trouble. Some paste a sheet of matrix paper on the back of a metal tail, giving it some of the non-conductor characteristics of a paper tail.

2. By moving the tail-piece up enough to allow a wide margin between the tail end and printing column, the strain is often relieved enough to stop the sinks.

3. By examining the water intake and core interior which may be so coated with scale deposits from the water as to prevent the normal cooling action of the water or possibly the intake openings may be clogged or too small preventing normal circulation of the water cooling system.

4. Or the metal may be deficient in tin or contaminated with an excess of impurities. A chemical analysis will prove that one way or the other.

Or yours may be one of the five in each hundred casting boxes that never have and never will produce uniform good plates consistently. There are many boxes which are the source of constant worry and expense to their owners. There are freaks of metal castings which conduct the heat away from the metal cooling in the plate, in such a way that an extreme shrinkage strain is set up. In such cases it is best to put your problem in the hands of someone who understands casting boxes.

Air holes near the tail end of plates are caused by the metal freezing before the rising air has had time to pass thru it. Use less water, more heat or a paper tail-piece which will hold the heat in the metal longer. Thus the air will escape and plates made more solid.

Shorthand Newspaper

THE Kamloops *Wawa*, a small journal printed in shorthand by the Salish Indians, in the interior of British Columbia, has been called the strangest little newspaper in America. It all came about some years ago through J. M. Le Jeune, a French missionary, who, finding that the natives could not write their own language, determined that something must be done. Diligently setting to work, he learned the Indian vocabulary and later devised a system of shorthand that represented all the sounds these Indians used. By this system the Chinook tongue is spelled exactly as it is pronounced and therefore all of the difficulty of learning to read, which exists in most modern languages, particularly in English and French, was done away with. Not only this but these British Columbia Indians who were educated through this system were enabled to read and write their own language in an incredibly short time. —Boston *Transcript*.

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MILWAUKEE, WISCONSIN, MAY, 1922

Clean-Up Day

No less a factor in printer's clean up day, as regards plant and equipment, should be printer's credit clean-up day. Brush off the ledger, jot down the delinquents and either charge them off as bad accounts or make them pay up. It is well known that printers generally are the poorest business men, in administering their own affairs. He forgets that the fellow who gets to his creditors first immediately upon the beginning of a new month, before his client spends his money, usually gets what is owing him. It's a mighty good policy to have statements in the mail the last day of the month. Better still, put them in the hands of the office collector and send him forth with the injunction, "Get there first and get the money."

Out of date printing equipment has no more chance of making good in production or quality of work than the printing salesman who tries to sell the kind of printing that obtained a dozen years ago. Neither should have a place in the progressive establishment.

Craftsmanship of Superior Order

IT ISN'T a far cry to methods and practices in the printing business that retarded rather than assisted the aspiring apprentice. True, in the old days the future greats learned all there was to know about every phase of the fabric of printing. But the fine arts and knowledge that produced the finished craftsman were available to so few that the master craftsman was a seldom-met individual.

We who are bewailing trade customs and practices that in recent years have tended to discourage young men from entering the industry and predicting dire things for the business if means were not forthwith employed to remedy conditions, haven't given full thought to the established institutions that are doing a Brobdignagian task in teaching advanced art in the printing industry.

A visit to the U. T. A. school of printing at Indianapolis will amaze as well as delight the most skeptical regarding school instruction. Perhaps in no industry or line of endeavor is to be found a more complete establishment or more thorough courses of study, nor yet higher standards than must be attained by the student. A diploma from this institution is equivalent to the stamp of "Master Craftsman."

Composition, imposition, presswork in its every ramification, binding—the entire retinue of the graphic arts—are offered as part of the curriculum, Men with vision and instructors who pass every test of the high-art craftsmen supply the force that brings from the wellspring of the student the best there is of artistry within him, brushes it off, polishes it and sends the individual out equipped to elevate and ennoble the industry.

Such is the work of this institution endowed and supported by master printers the country over. It belongs to no class or clan. It is available to anyone who meets the requirements. of membership in the typothetae.

One of the features of this issue of the National Printer-Journalist, is an insert produced by the class in typography at the Indianapolis school. The reader will be impressed with the character of the work and the manner in which it is executed. The samples of typography are the product of students. They are splendid demonstrations of the value and possibilities of well-thought-out instruction and rational methods properly applied.

Passing With Progress

Among the institutions of venerable tradition which are passing out in this ruthless day of great changes is the old-time newspaper office that has been known to the generations since newspapers came to be.

Not all newspaper offices were the same, of course, but a sufficient number were physically similar enough to have developed a type, familiar to the layman as well as to ourselves.

Probably all of us can best visualize this type through bringing to mind some newspaper plant that we have known through contact.

There is the uninviting foyer; windows cluttered with posters and samples of job printing miscellany. Calendars and placards, perhaps of ancient publication, serve only to hide portions of dingy walls.

A counter or business desk is piled high with old editions and exchanges.

We are courageous enough to investigate further. Back of a partition we find the editor's sanctum; or, on the larger papers, a city room, apparently consecrated to disorder, wild and free.

We turn to the composing room and find it a museum of antiquity with shaky wooden racks and banks; odd exhibits of home-made handicraft in building of makeshift devices; impractical and insufficient mechanical equipment; inadequate lighting; disorder and the grime of years.

So we find it throughout the entire plant, for this, forsooth, is the home of a newspaper and these things are its traditional and time-honored marks of distinction.

Yes, we will admit that in the general "Hell-box" condition of newspapers yesterday there was a certain fascination. We will grant that good work came out of many a disordered sanctum. We admit it, and wonder at it.

In some places just such newspaper offices still exist. We hope that yours is not one of them. We hope that you have realized that the publisher has become a businessman in fact and that for economy, for profit and, for better work, he is studying his plant from entrance to delivery room. He is cleaning out the old and in its place he is installing the modern equipment, designed and built to aid him towards a real success.

Yes, indeed, the old-time newspaper plant is passing into the limbo. Of course, some reactionaries will sigh to see it go, but, fortunately, Progress is not sentimental.

Hold to the Ideal

ONE rainy afternoon, so many years ago that, if we did know the exact number, we could not comprehend the figure, a Neanderthal or other variety of "cave-man" sat in the shelter of his stone retreat, wishing for something with which to amuse himself on this dreary day. Abstractedly he picked up a flint chip and scratched on the limestone walls about him.

Presently his ape-like countenance showed a gleam of pleased discovery. Here was a means of graphically recording some of the simple things which featured in his primitive life. Naturally he thought first of his worst enemy which, when slain and pre pared for his meal, was also his best friend, and he rudely sketched his idea of the likeness of a wild animal. It may be supposed that there was a deal of chattering in the tribe when this archaic art work was revealed and little did Mr. Neanderthal realize that he had initiated what was to become "the art preservative of all arts."

Thus began publishing and the history of the world contains no more interesting record than the story which carries us through the period of rude word-signs, hieroglyphics, letters, clay or wax tablets, parchments, illuminated pages done by the patient hands of cloistered monks, Guttenberg's success and on to the printing perfection of the present day.

Through the ages, one fact has been true of the development of printing. Although a necessity, its builders have wrought with ideals seldom associated with other industries. They have toiled and studied to blend the highest art with utility; they have sought to produce the best craftsmanship that would also be useful; seldom sacrificing pride of work for commercialism.

It is hoped that such distinctive ideals may never be lost in the printing industry; rather they should be cultured to even a higher degree than ever before. But in this stern day of commercialism there may appear a tendency to take the easier way; to "short cut" to success; to meet competition by the "good-enough-to-get-by" route.

There is no short cut to real success and there is no "good enough" but the best that you can produce.

In recognition of this, apprentice schools for training of real craftsmen have been established, while schools of journalism are striving for the development of literary perfection among the scribes to be. Encourage the patronage of such schools; in your printing and publishing set the example for your men by striving for more intelligent, constructive and artistic work.

You are associated in the most venerable and honorable industry known. Those who have gone before, by example have pointed the lesson, to build as you toil.

Not alone spiritually, but commercially, it will pay you well.

Foursquare

Just as there are precepts of organization that make for the success of each institution, so also are there tenets that make for the success of the individual. Ability, reliability, endurance, and action—the components of the area of science, and the four-square characteristics of every successful business man, are championed by Ben Durr, secretary of the local typothetae, Washington, D. C., in this manner:

A building stone that is a little crooked isn't square, and it will eventually show up in the building. A tabular form that's a little crooked isn't square, and it won't lift when it's locked up. A business man who is a little crooked isn't square, and his offense will eventually come back to plague him. To knock a competitor isn't square, and the fillip will in time snap back on the fingers of the one who knocks. One's degree of success is usually measured in terms of dollars, but there is something else that is essential to true success and that is a heart that beats out its day's work in a four-square manner—no knocking, no malice, no underhand methods. Regardless of the size of a man's bank account, he is not a success unless he is foursquare, and that means that he must deal honestly, decently and honorably with his competitors, his customers, and his employees.

The Summer Lull

ORDINARILY summer months are recognized as business doldrums in the print-shop. Business eases up a bit and most of us take it that the natural thing to do is "loaf" through the lazy summer days.

Don't get into the habit of the long siesta. A scientist says that warm weather is conducive to thinking.

Do some thinking and planning this summer. Work while you are resting. Don't waste time.

A National Printshop Clean-Up Day

July 8th to Be Harbinger for Renovating Plant and Bidding Adieu to Obsolete Machinery and Equipment and Setting House in Order.

By R. T. Porte

Every year, about this time, we cuss the eternal tarnation because the mater tears things up at home in the annual housecleaning. Yet with all the cussing we wouldn't permit spring to merge into summer unless the housecleaning is done. It's a necessary and desirable part of the scheme of things. We like to see things spick and neat because we wouldn't tolerate them otherwise. It's a part of our natures.

Yet how few who are conducting printing establishments give "housecleaning" a thought when it comes to the mechanical departments of the industry. Year after year passes. All the while accumulations of machinery and out-of-date equipment and appurtenances pile up, keeping company with frowsy corners and general junk that has no place in the well-ordered, properly conducted, going business.

With this thought in mind, the suggestion occurred to us that since spring is general housecleaning time, it might very well be made so in the printing industry. So July 8 has been designated as national "Clean-up Day." The day will reward us by the thoroughness with which we clean up. Plan now to observe clean-up day. Make such a renovating as your business hasn't experienced in years.

It was nearly ten years ago, perhaps a few years more than that, when "Clean-Up Day" first came into being, or perhaps when it first became known outside of the office where it originated.

It was in a small town in Ohio—not so very small either, but just a good sized town. It also happened that I was in that town on the first Saturday of a beautiful day in July, and having nothing else to do, I drifted into one of the printing offices in that town.

It is hard to keep away from a printing office if you are a printer and nothing to do. There seems to be a magnet that draws you thither, and there is no resisting.

So, my feet wandered to the printing office, and at the door I stood amazed! A sight came in view that almost paralyzed me, as I had been a visitor at the plant before and could see no good reason why the performance now being staged should be.

If there was a printing office in the world that had met with my idea of cleanliness this one print shop had, as I remembered from my former visit. The floor was clean, the windows washed, and all other things in like condition, and yet at the door I met a sight that astonished me.

It was about 10 o'Clock in the morning, and not a wheel in the place was turning, but instead every one about the place seemed busy.

The stenographer was emptying a drawer of her desk, and on the desk was a miscellaneous lot of junk which no man could ever figure out as of value—it takes a girl to do that. She was evidently cleaning house.

Others had seemingly become possessed of a like desire, for everywhere about the place evidences of a cleaning up process came to view.

The proprietor stood in the middle of the "back room" superintending the work, and to him I made my way.

"What's the big idea," I asked.

"Getting rid of some of the dirt," was the reply.

"Anyone can see that, but that answer doesn't tell the story," I said, "Why not tell me all?"

"Nothing much to tell," the proprietor answered, "except just what I told you. I hate a dirty place to work in, and despite everything we can do in keeping the place clean during the year, dirt and waste matter will accumulate, so once a year we just go through the darn plant and get the 'leavins' and then settle down to house-keeping for another year.

"Discovered a whole lot of dirt today, and especially when we moved the stands around, and dug into the corners. Try to keep things clean during the year, but simply have to take a day off once a year to do a real good job. Usually July is a dull month, and so before allowing anyone to take a vacation the whole bunch has to get busy on house-cleaning, and that's what we are doing."

The idea struck me then as a good stunt, and being on the staff on a printers' trade paper in New York, we started a campaign the next year for a clean-up day. It took then, but things made a change. I went into other work, the paper consolidated with another, and not until last year did I again see the opportunity to start a general clean-up day for the printing industry. The editor of The.....with the editors of twelve other trade papers thought the idea worth-while, and so last year a Clean-Up Day was started, and this year the start is renewed, and Saturday, July 8, has been designated as the Annual Clean-Up Day of the printing industry, and every editor of a trade publication has consented to give aid and space to this campaign.

This is the origin of the movement that means so much to the printing industry, and will help toward putting it on a better basis, as clean places in which to do business mean better business.

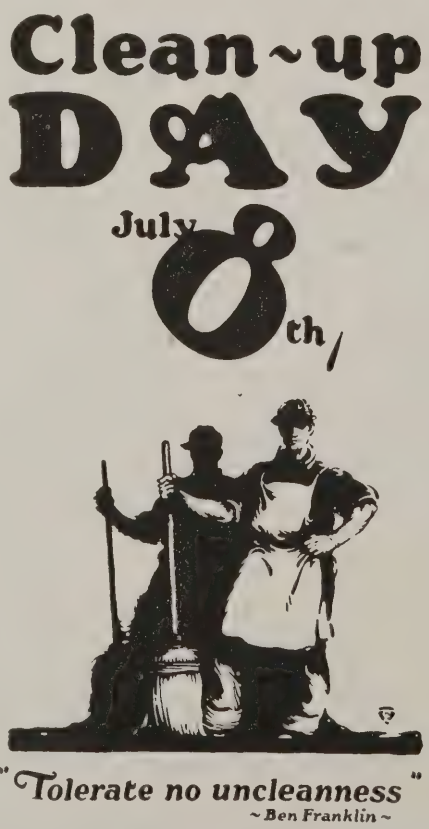
Observe Clean-Up Day—which means oblivion to dirt that may have been overlooked during the rest of the year; let no dirt escape on Saturday, July 8, 1922.

What is Dirt, Anyway?

Philosophers tell us that "dirt is matter in the wrong place;" this theory assumes that there is no such thing as dirt—it is simply misplaced matter.

Anyway, there are few printing offices but carry a vast amount of misplaced matter. Much of this matter belongs on the public dump, and should be placed there with as little delay as possible. Printer's pi is another form of dirt or misplaced matter and most of this belongs in the cases. On or before Saturday, July 8, all this pi—if worth the effort—should be consigned to the cases; if not worth the effort it should be consigned to the hellbox. Anyway, get it all into its proper place, wherever that place may be.

Dirt is out of place when utilized as a window curtain—whether on the front or back light entrances. If curtains are really needed, scrim can be had at about five cents a yard now and while scrim may be as much out of place in the average back-room print-shop as the dirt on the windows, it is at least an improvement over the soot and grime of the years.



"Tolerate no uncleanness"
~Ben Franklin~

Drunk Editors are Poor Editorial Writers

William Jennings Bryan, addressing students of Medill school of journalism at Northwestern university, declared "the next great law we need is one making it a criminal offense for a man to write an editorial on prohibition while he is drunk. Some of them I have read," the commoner added, "bear unmistakable evidence of tanglefoot."

This is what the Milwaukee Sentinel says about this:

"Mr. Bryan thinks we ought to have a law to prevent editors from writing editorials about prohibition while they are drunk, entirely overlooking the great truth that the editor who gets drunk nowadays doesn't hold his job long enough to start writing an editorial."

Newspaper That Grew as a Business

Sound Commercial Methods and Common Sense Build Success for Kokomo Daily Tribune

By JAMES MARSDALE

We often hear newspaper publishing referred to as a 'game'. Too often, that is just how it is considered and conducted. As a matter of fact, it is a most exact business and the publisher who realizes this and runs his paper accordingly has before him a fairly sure highway to success."

With this bit of philosophy which is another name for common sense, John Arthur Kautz, owner and editor of the Kokomo Daily *Tribune,* Kokomo, Ind., epitomized the principles which have resulted in the success of that newspaper; a success which is reflected in every department of one of the most modern and efficient publishing plants to be seen in many a long ride.

Naturally, in traveling through the Hoosier state, my thoughts reverted to the illustrious literati whose work gave to their state its principal claim to fame. By tradition we do not associate business systems with the work of such men. By the same token or the power of suggestion, in this locality, we might ascribe to such quasi-literary institutions as newspapers, rather a spirit of Bohemianism than counting-house methods. At least such were my thoughts when I arrived in Kokomo, which, if I rightly recall, was the home town of "The Gentleman from Indiana", introduced to us some years ago by Booth Tarkington. However, I realized that I had come upon a newspaper plant which was a real business-house when I arrived at the pleasant corner of Union and Mulberry streets and beheld the home of the Daily *Tribune.*

John Arthur Kautz

The very appearance of the trim brick and concrete buildnig of this newspaper is suggestive of modern business perfection and this is maintained as one enters the foyer and main business office, which has an atmosphere of quiet, smooth-running activity and efficiency, plus the tidiness of marble floors and counters

I was greeted by Mr. Kautz, a man who radiates quiet congeniality, although the character reader would say that his bearing and facial features delineate the person of firm resolve and stern aggressiveness in commercial dealings. The fact that he was able to devote considerable time to my visit was further conviction to me that his personal work was well organized. Perhaps you have noticed that those persons who accomplish the greatest number of things usually manage to have spare time.

Building of the Kokomo Daily Tribune

DEPARTMENTS WELL ARRANGED

The *Tribune* building covers 40 by 76 feet of space all put to efficient use without a suggestion of crowding. Ample space, light and ventilation have been realized to an unusual degree in planning the building and the manner in which the interior has been utilized in the arrangement of departments. The building is fireproof throughout.

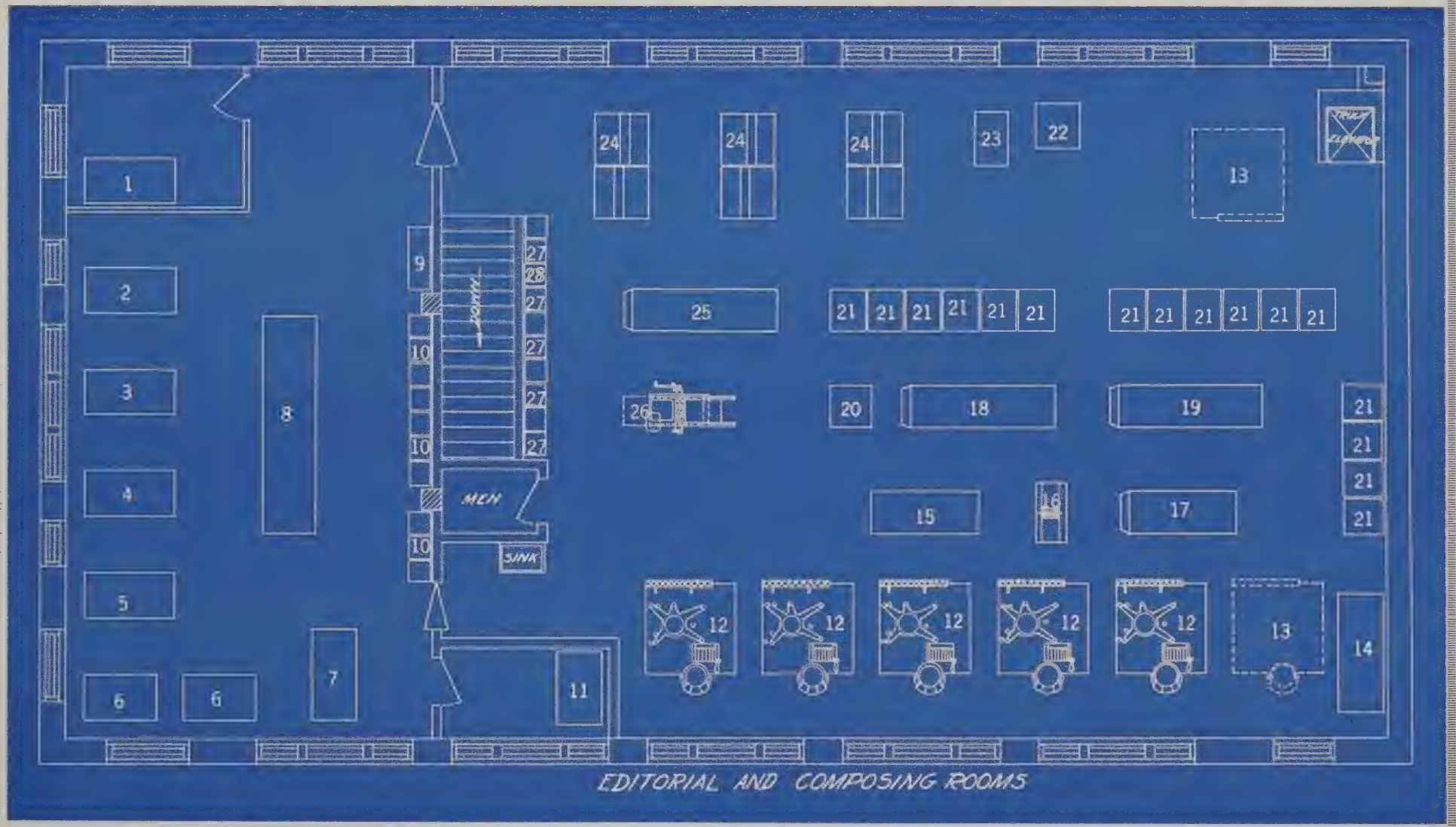
The main floor is devoted to a spacious public lobby, business office, rest room and library. Neatness features the office, the desks being well arranged and adapted for the prompt handling of business with the public, while not a scrap of waste paper is found anywhere. This house is in order at all times. Placing myself in the imaginary role of the prospective advertiser or other patron, I could realize the psychological effect, the feeling of confidence which must greet such a patron upon entering this office.

The library contains a complete file of issues of the paper since its origin. These are bound in volumes and filed in steel racks which allow easy accessibility. Any desired issue may be had instantly. A large reading table in the center of the room permits the visitor to read or write with convenience. In conjunction with this room is the "morgue" for the filing of used plates and a very practical system of filing and finding has been worked out.

EDITORIAL AND COMPOSING ROOMS

On the second floor one finds an editorial room about which does not hover even a wraith of the "city room" once considered as conventional. On the contrary, modern desks are arranged in an orderly manner in a room which is as spick and span as a governmental office prior to a rumored visit from an inspector. Another odd fact is that even the decrepit typewriters which seem always to have been a recognized newspaper heritage, are displaced by modern machines, while not a single exchange sheet littered the spotless floor. Just as neat was the associated press and telegraph room adjoining.

The composing room of the *Tribune* is a splendid example of a practical use of space. At the head of the room is the foreman's table. From this point work is easily routed to the six linotype machines to the right. Placed so as to be within easy reach of each opreator is a Hamilton steel work table and tool cabinet, providing a place for every tool required for the repair or adjustment of machines.



Layout prepared by the Engineering Department of the American Type Founders Company.

Printing Plant of the Kokomo Daily Tribune, Kokomo, Indiana.

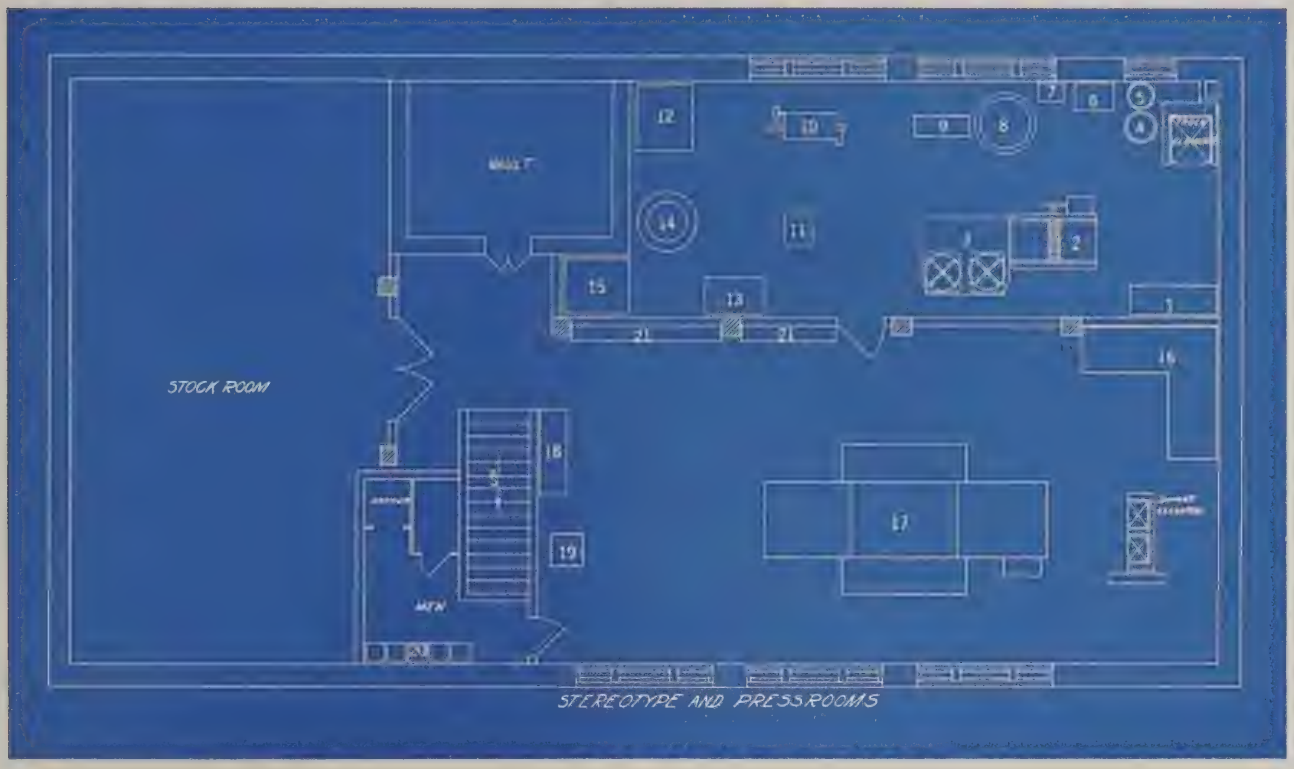
Key to Layout

EDITORIAL AND COMPOSING ROOMS

1. Mr. Kautz
2. Managing Editor
3. City Editor
4. Society Editor
5. Proofreader
6. Reporters
7. Telegraph Editor
8. Table
9. Bookcase
10. Lockers
11. Telegrapher
12. Linotypes
13. Space reserved for Linotypes
14. Linotype Machinist's Work Bench
15. Linotype Dumping Table
16. Galley Proof Press
17. Correcting Table
18. Make-up Table
19. Make-upTable
20. Elevating Truck
21. Make-up Trucks
22. Saw
23. Cut Cabinets
24. Type Cabinets
25. Ad Assembling Table
26. Proof Press
27. Lockers
28. Dead Metal Chute

STEREOTYPE AND PRESS ROOMS

1. Stereotype Supply Cabinet
2. Matrix Rolling Machine
3. Steam Table
4. Steam Generator
5. Water Tank
6. Flat Casting Box
7. Melting Furnace
8. Metal Pot
9. Curved Casting Pot
10. Tail Cutter and Shaver
11. Finishing Block
12. Saw Trimmer
13. Flat Casting Box
14. Linotype Melting Furnace
15. Metal Bin
16. Mailing Table
17. Newspaper Press
18. Roller Cabinet
19. Paper Baler
20. Lockers
21. Cut Storage

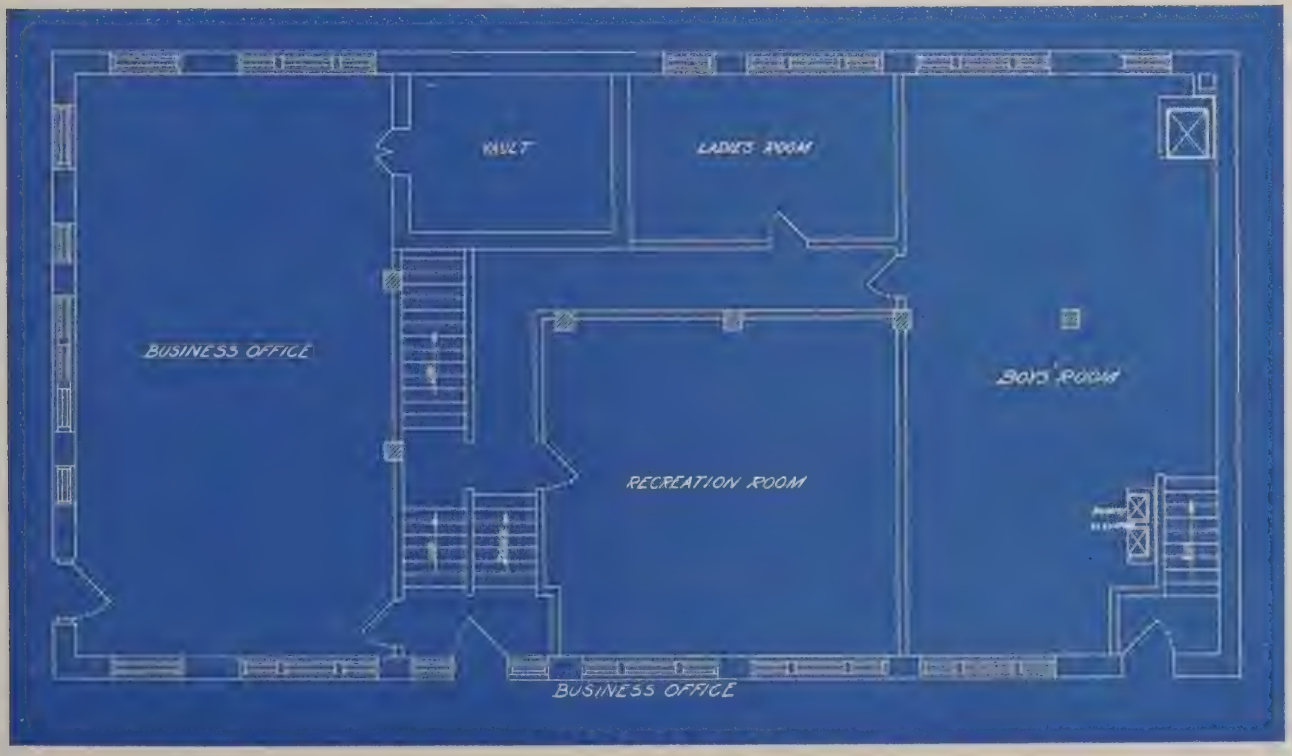


On the opposite side of the room are placed Hamilton composing stands and steel type cabinets of the most up-to-date pattern. In the center of the room is a spacious composing stone. Forms are made up on movable Duplex steel tables and thence conveyed to the elevator for transportation to the stereo room in the basement. A Miller saw trimmer and Duplex proof-press are conveniently placed beside the makeup table. A Hamilton galley table completes the equipment.

The arrangement of the composing department is such that light is well diffused through the room, both linotype operators and handmen having the advantage of direct light.

The Pressroom and Stereo Department

The basement of the building is devoted to the press room, stereo department and paper storage. A Duplex four-deck tubular press is well placed on the concrete floor allowing ample space on all sides for the pressmen to make any adjustments and watch every operation of the machine at all times. The minimum amount of time is required in handling stereo plates which are received from the finishing room immediately at hand. As the issue is run, papers are conveyed by elevator to the carriers' room. This room is separated from the remainder of the rooms on the first floor and is com-



fortable, spacious and arranged for rapid distribution of papers to the carriers.

The stereo department is equipped with Duplex devices, including two steam tables, two oil-burning furnaces, molds and trimmers. Due to a well-thought arrangement all work is handled with facility and skill. A splendid ventilating system and proper lighting throughout the pressroom and stereo department adds efficiency to the work.

Under the sidewalks on two sides is a large storeroom for paper stock. A paper warehouse is also maintained a short distance from the plant. Every phase of the arrangement and equipment of this plant shows a studied effort to realize the utmost efficiency.

SOME HISTORY AND OTHER THINGS

The Kokomo Daily *Tribune* has been established in its present home for three years but it is a pioneer news sheet having first come into existence in 1848, when it was published as a weekly and was appropriately called the *Pioneer*. In 1883 it became a daily and weekly sheet and in 1887 was purchased by John Arthur Kautz who has published it continually since. Associated with Mr. Kautz for the past twenty-five years have been E. M. Souder, managing editor and H. A. Rayburn, business manager.

After our trip through the plant I induced Mr. Kautz to tell the story of his paper's past. I had expected a recital of tribulations and viccissitudes which seem to feature the roads of destiny of most newspapers ere they reach success. It seems, however, that the *Tribune* has steered a clear course through the shoals. Delving into his desk, Mr. Kautz brought forth a quaint copy of the paper published in 1848. Although a product of the early days of printing, it was really a splendid example of the art. An interesting fact was that opposing political parties, the Whigs and Democrats, shared equally as to space for their discussions. I commented on this.

"That partially explains the success of this paper", said Mr. Kautz. "This has always been maintained as a newspaper, not as an organ for any private interests. We have had only one policy and that is to serve the people of Kokomo and Howard counties to the best of our ability. We have never used our columns to carry on any other propaganda than that of public weal."

Then Mr. Kautz made the statement quoted at the beginning of this article and showed how, by making his paper an instrument of and for its readers while applying to it as careful business methods which included keeping abreast of the times in the matter of management and equipment, this paper had avoided many of the discouragements which some might consider as a standard feature in the life of the newspaper. A steady growth and success have been realized by the Kokomo Daily *Tribune*. This is shown in the fact that since 1887 the population of Kokomo has increased eightfold; the circulation of the paper during the same time has increased seventeenfold.

As I left the *Tribune* office it occurred to me that in its story many publishers might gather morals and precepts. To me that one suggested was: Make your newspaper plant a business house and win success.

Have faith in your organization. If there is anything wrong, take it up with those who can make it right. Criticise when things go wrong, but make your criticism constructive, and criticise yourself, sometimes. Be enthusiastic—it is contagious and wonderfully worth while.

Every one relishes the joys of an honorably won victory. That is why there is so much more pleasure in *selling a job* than in merely *taking an order.*

The two important factors of every sale—*production* and *collection.* One is as important as the other.

Unique Print Shop Where Blind Are Taught

Louisville, Ky.—Louisville has a printshop such as is found nowhere else in the United States. Its books for elementary grades weigh fifteen pounds; its typesetting machines have only six keys as compared with the 90-odd combinations possible in the average type setting machine, and a hammer and nail punch are the tools of the proofreader. Miss Susan B. Merwin, superintendent, says all this is true, and she probably knows.

The publishing house with these queer devices is the American Printing House for the blind, and because of its publications thousands of blind persons read what otherwise would not be available to them.

The federal government pays the house $50,000 annually and for this amount books are provided for 56 schools for the blind throughout the country. As an indication of the volume of work put out by the house, the report for the last fiscal year shows that 3,489,786 pages of printed matter and 12,580 bound volumes were produced, and in addition 4,211 pamphlets and 1,044 copies of musical selections were printed.

HAS ONLY SIX KEYS.

The typesetting machines have only six keys because the alphabet for the blind comprises six points or dots, with each letter consisting of from one to six dots, in different combinations.

Sheet brass is used in the machines, the words being punched in the metal. The plates go from the machines to the proofreader, who removes all mistakes with a hammer and a nail punch.

Plates then are sent to the pressroom, where they are placed on cylinder presses, which use paper that has been immersed in water for 24 hours so that the texture will not be torn.

Lack of a single code complicates the work of the establishment, Miss Merwin says. There are three codes—the New York Point, the American Braille and the revised Braille. Type of all of these systems is used at the plant.

Loss—Actual, or Potential

The jobs on which you are enabled to make a legitimate profit are not a part of this discussion.

But the jobs—and we all have them—which are billed at less than cost, how do you consider them?

You will agree, I believe, that the "loss" is usually thought of as the difference between the cost and the selling price. And that *is* the actual loss on a given job. But what of the potential loss?

For example: A job costs you $100 when completed. Because of some reason—an erroneous estimate, or a wild desire to "get the order"—you are obliged to sell this job for $90. You would probably say to yourself, or maybe to your partner, "Well, we lost $10 on this job." But is that the right viewpoint to take? Not quite!

Your business—any business—has as its purpose the fulfillment of the *possibilities* that that industry offers. Among those possibilities is the economic factor, which, translated, means that the money you invest in labor and materials is worthy of a legitimate earning. In other words, your dollars, whether they buy the efforts of workmen or purchase paper, ink, etc., are working for you, and should receive a wage. That wage is ordinarily called "profit."

The WISE MAN demands the accuracy the Standard Cost Finding System gives, and profits by using its records. The Fool is satisfied with any sort of a makeshift, then wonders why his banker acts cold and distant.

Hoover Discusses Trade Associations

Large Corporations, He Avers, Easily Look Out for Themselves, but Little Businesses Can Only Hope to Be Equal Through Association Activity.

SECRETARY of Commerce Herbert Hoover, in his address to 500 representatives of trade associations gathered in Washington in April, said in speaking of trade associations:

"They have concerned themselves with the collection of domestic credit information, with the handling of insurance in different forms for their members, with standardization of quality and grades of their commodities and products so that the public may have reliable grades, and some have supported inspection to see that these qualities are maintained. They have concerned themselves with simplification of trade terms, elimination of unnecessary varieties in dimensions of different articles, with conduct of arbitrations, with joint advertising of products of the industry, with securing prevention of infringement in trade marks and designs, the promotion of welfare work in the organization of employees, with employment insurance, with the problems of apprenticeship and trade education and the prevention of acidents. They have raised the standards of business ethics in many trades. They have concerned themselves with representing the view of the trades in legislation on tariffs, taxes, transportation, etc. They have concerned themselves with freight rates, overseas transportation charges, uniform bills of lading, with statistics as to production and stocks of goods, with scientific acounting, selling and with scores of other activities, all of which make for improved business practice.

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"There is one generalization in connection with this movement that has been mostly overlooked. The Trade Association in membership is predominantly made up of the smaller establishments. Big business can employ its own agents in all these matters. It can establish its grades and standards, it can employ its own research laboratories. Little business can only hope to be equally informed and make equal efforts to promote its welfare through trade associations.

*

"Certain doubts have been raised as to the right up purpose of all Trade Associations during the past year by the exposure of a few groups that have taken advantage of the benevolent purposes of trade association work as a cloak to create combinations through which they not only restrained trade, but some of them also became the nucled of corruption. I wish to state at once that a canvass of nearly two thousand Trade Associations showed that only a small minority were engaged in those functions which lay the foundations upon which restraint of trade is suspicioned.

"The commercial and manufacturing community has not asked for more than some interpretative help in question along the twilight zone of trade restraint. The Federal Trade Commission was originally conceived in the sense of providing some measure of interpretation of the law, but these provisions were largely stricken from the original legislation."

"Another field where we had entered into joint work with various trade association in the advancement of their efforts at simplification of trade terms, in the simplification of general specifications, simplification of dimensions of many and varied products, all of which makes for cheaper production, cheaper distribution, emphasizes competition and ultimately benefits the consumer as well as the producer.

"We have cooperated in carring out investigations into the technical process of manufacture with many different industries, thus having the advantage of men of practical experience from the trade associations in cooperation with our scientific staff. The whole of this field of elimination and utilization of waste is one of the most important before our commercial and industrial development and one that can be accomplished only by cooperative effort on scientific lines.

"The third field in which we have had much cooperation has been in the development of the Government service adopted to publication of statistics on production, and distribution of commodities. These services had existed in the Government for many years and the problem was to make the materials of greater value to the commerce of the country. In these matters we have had the cooperation of many Trade Associations. These services need further development in the interest of the whole community. Statistical information as productivity and national stocks is needed not alone by the man in a particular industry, but the same information is needed by men in other industries, and it is needed by every agency of the Government. A study of the trend of production and consumption does not imply restraint of trade. If it does then the whole statistical basis of commerce that fills one third of our newspaper space would need to be abolished. If we abolished it we would be bankrupt in ten years. The matter that I am principally interested in is that this information should be available to the whole public. It is the old question as to whether a community will succeed if it acts in ignorance or if it acts in knowledge."

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Four Reasons For Trade Association

By E. J. CORNISH.

First: It enables each one to know the basic facts of his own and kindred industries, so that in forming his own business policies he may act intelligently and safely.

Second: It raises the standard of trade ethics. No man ever does that of which he is ashamed if he knows that in the near future he will meet a gentleman whose good opinion he desires who will know of the shameful acts.

Third: It gives stability to business. As Judge Carpenter expressed it, 'It enables one to sleep of nights'. This not as the result of an agreement or understanding, but because—where all of the import and facts are known—reasonable men are not likely to drawn therefrom radically different conclusions as to what their business policy should be.

Fourth: It permits those countless economies and advantages possible to voluntary co-operation where each one retains complete freedom of action. Among these are research and educational work; gathering of trade statistics and information; co-operative trade promotion and advertising; standardization of products and containers; co-operative insurance; reformation of trade practices; transportation and classification charges; protection of industry from the evils of adulteration, deceptive advertising and other frauds.

County Committee Scores Marion Paper

By action of the Republican county central committee, meeting in Marion, Ind., May 6, published reports of the session report that resolutions were adopted in which the committee refused to recognize the Marion Chronicle as a Republican paper. The resolutions denounced George D. Lindsay, editor and vice president of the Republican State Editorial association, declaring he is not a Republican.

John A. Jones, county chairman, whose removal was demanded by the Chronicle, because of his alleged machine methods in politics, was unanimously re-elected. He also is district chairman, and a candidate for re-election.

Mr. Jones had not been a candidate for county chairman, but following the editorial attack declared he would be re-elected to vindicate himself.

*

Gov. Blaine of Wisconsin Receives Engraved Quad

While Governor Blaine, like all his predecessors, has received several tokens of friendship during his term, the smallest package brought the most unique present. A printers "quad" came in this package on the face of which had been stamped the entire Lord's prayer.

The stamping had been done from a small engraved matrix in the office of the Lanston Monotype Machine company of Philadelphia. While the letters were so small as to be invisible with the naked eye, when placed under a microscope the entire prayer was visible in perfect lettering.

Three Times Into West Allis

In 1902 Henry Towell of Milwaukee established the first newspaper in West Allis, then a new city; and named the paper "The Enterprise". This he continued for over three years, when on account of political upheaval, and the bringing in of another publication, he sold the good will and subscription list. Just before the close of the war he purchased the West Allis Press and equipment, continuing the office and plant for nearly two years, when Towell sold the entire business to the Sells Printing Co., and retired from that field. Last fall a new corporation was formed to do job printing and publish a weekly newspaper, under the title of the West Allis News. A printing plant was installed at 5423 National Avenue, starting active business in December of 1921. Unfortunately finances and business were in some way deficient, so that in March the services of the bankruptcy court was called upon and W. E. Langen was appointed trustee, with the result that the subcription list of the paper was sold to A. Oberst of Milwaukee, and the type equipment, includ-including cases and cabinet was purchased by H. Towell of the Milwaukee Times, which he moved to the Times plant in Milwaukee. The machinery was taken back by the mortgagee who had secured claims. Thus Mr. Towell has had three deals in printing and newspapers in West Allis.

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Wisconsin's Early Newspapers

Madison's first newspaper was The Enquirer, which began publication in 1838, says the Wisconsin State Journal. The second was The Express, which was launched a year later. The Express was the mother of The State Journal, for later, The Express merged with The Statesman. Both were succeeded by the Palladium, which in the course of events became The State Journal.

In 1842 The Wisconsin Democrat became the capital's third newspaper. Two years passed and The Argus appeared. The Statesman made its bow in 1850. The State Journal began publication in 1852 and The Staats-Zeitung in 1854.

The State Journal put out its first regular daily edition in 1852, although daily legislative publications had been common long before that time, says The State Journal. The Argus and Democrat also appeared as a daily in 1852.

Among the widely known early editors of The State Journal were Horace Rublee, George Gary, Harrison Reed, A. J. Turner, James Ross, Hayden K. Smith, J. O. Culver, Levi Alden, O. D. Brandenburg, Horace A. Taylor, A. J. Dodge and Amos P. Wilder.

*

Faint Praise

"What do you think of it?" asked the bard of the editor who sat reading his manuscript with a dubious air.

"You write well."

"Thank you. My friends tell me I have some literary talents."

"Yes," continued the editor, ignoring the last remark, "you make a pretty capital 'D,' and your 'y's,' which so many people stumble over, are as perfect specimens of penmanship as I ever saw."—Birminham Age-Herald.

High Cost of Publishing Obviates Cutting Ad Rates

Placing the full weight of the American Newspaper publishers association against any effort to introduce the 44-hour week into newspaper shops and declaring that there cannot be any reduction in newspaper advertising or subscription rates at this time, T. R. Williams of the Pittsburgh Press, and president of the association, called upon the members at the annual convention of the A. N. P. A. in New York to eliminate waste in the newspaper plants of the country and get behind the apprenticeship school movement in order to prevent a shortage of skilled help in newspaper plants.

Calling attention to the achievements of President Harding, himself a publisher, Mr. Williams urged his hearers to follow the example of their illustrious fellow craftsman, and, as he had led in the scrapping of the engines of war to promote international co-operation for the publisher to scrap the jealousies and animosities that in their ultimate results are harmful, not only do those upon whom they are used, but to those who use them as well. Only by this method will this association obtain its fullest results, he added.

"Undoubtedly one of our chief needs is a further lowering of the cost of production and the elimination of willful waste," said Mr. Williams. "The former lies chiefly beyond the immediate control of the publisher; the latter is entirely beneath his own roof.

"As a further alleviation of the high cost of production, many insist that labor costs are too high and the chief end to be sought is reduction in the wage scale of skilled workmen. While it is conceded that some reduction is in order from the very top notch prices still being paid and while these reductions seem certain to come in course of time, yet there is another, and I think, better light in which to consider this problem—securing greater and more efficient returns from labor. Publishers generally are not averse to giving labor a high wage in keeping with the experience and skill required by the business, but in return they have the right to insist upon a day's work in consecutive labor, producing something of real value to the employer."

A call for the revival of the conservation committee was made by Mr. Williams, who called for an aggressive campaign against waste in the handling of news print, freight hauls, standardization of roll lengths, weight of paper, press room waste, core waste, etc.

"It is safe to say" he declared, "that millions of dollars are wasted annually through lack of proper study and attention to these subjects."

*

Tom Strolls Back

Just a few years ago, Thomas W. Lamont, one of the leading financiers, was a copy reader on The New York Tribune at the princely salary of $25 a week. Now and then he strolls back to the big copy desk and mingles with the boys with whom he wore the green eye shade. In the old days he was called "Tom." But of late his old cronies have had a way of addressing him as "Mr. Lamont." On his last visit he cautioned them against it. "If it happens again, I shall not feel welcome and will stay away." A bright faced young office boy was listening in and when Mr. Lamont left, he opened the gate and called out, "Good-by, Tom, old kid."—Denver *News*.

The Printers' Catechism

The following pithy series of questions and answers from The Drop of Ink throws a strong light upon current methods of business in the printing industry:

Q. What ails the printing business?

A. Low prices.

Q. Who makes low prices?

A. The printer.

Q. What would make the printing business better?

A. Higher prices.

Q. Who should make higher prices?

A. The printer.

Q. Well if higher prices would make the printing business better, why doesn't the printer ask for better prices?

A. He is afraid to.

Q. What makes him afraid to?

A. He is afraid to ask better prices for fear he wouldn't get the job.

Q. Well, if it had to be printed and he lost a job because of higher prices, who would print it?

A. Some other printer.

Q. Why doesn't the other printer raise his prices?

A. Because he is afraid the other printer won't raise his price.

Q. What's the matter with printers; are they afraid of each other?

A. Yes, that's it; they pretend to be friendly with one another, but just as soon as an opportunity occurs they go after each other's customers.

Q. Will they ever get wise and remedy this condition of affairs?

A. O yes—after they get tired of losing money.

*

Cut It Out

Any sucker can get printing by being the lowest bidder, but did you ever get any sustenance out of the man that wants the cheapest printing? Did you not notice that the cheap man was a chronic kicker and fault-finder and that he is always hard to collect from? We found that out to our cost. We now pass up the cheap men. We find we think more of ourselves, have more money in the bank and have respect of the men we do business with. We feel that if we had to figure on every job we produced we would in time make enough mistakes to bust us. There are plenty of good men to print for. Let us pass up the chronic kicker and shyster.—*Graphic Arts.*

*

Many German Papers Fail

One hundred and fifty-seven German newspapers and periodicals have suspended publication during the last two months, due to the increased cost of print paper. The Laubaner Anzeger announced it would suspend publication April 1, after a continuous existence of 105 years. Price of print paper has particularly affected labor, socialist and radical organs which have carried smaller amounts of important advertising.

*

Announcement

The Chicago Paper Company has been appointed distributor of the Warren lines for Chicago and vicinity.

This company recently started a branch house in Indianapolis under the name of the Century Paper Company, address 301 Kentucky Avenue. Officers of the new company are: Robert W. Fleischer, president; W. N. Gillet, Vice-President; H. A. Rowley, Secretary and Treasurer.

Permanent Linotype Exhibit for Columbia University

THAT students in the Pulitzer School of Journalism at Columbia University may have a more definite idea of what happens to newspaper copy in the interval between the last sad click of the underwood and the first dulcet tones of the newsy on the street, an interesting exhibit has been prepared and contributed by the Mergenthaler Linotype Company with the co-operation of *The New York World.*

This is a Composite Page
Mergenthaler Linotype Co.
Linotype Display
Entirely Linotype Set
Mergenthaler Linotype Co
Lockwood Ban Put On 50 Union Abuses In Building Trades
Millions Workers Warned to Drop Rules Which Limit Efficiency—Men Denied Right to Fine Their Employers
Judge Refuses to Believe New Yorkers Would Ever be in Bed at Ten o'clock
Professor and Bride Married by Contract
Aged Squatter In Park Given Winter Home
"Pop" Begun to Spend Winter Months As City Guest
SENT TO A HOME
Had Been Living Alone In Shack
BURGLAR SHOT WHEN TRAPPED BY DETECTIVES DURING RAID
"Sky Pilot" Steers Alleged Thief into Court; Says to Defend Himself on Similar Charge
CORDON OF POLICE SURROUNDS HOME
Crash of Breaking Glass in Kitchen Betrays Intruder to Occupant of House Who Telephones for Police
WOULD USE CITY PARKS FOR AUTOS
Underground Garages Planned to Relieve Congestion
STORE 34,000 CARS
Flashlight Code Would Call Machines
Izzy Led by Power of Divination To Booch Cached in Trick Chairs
Flo Ziegfeld To Quit After Equity Break
"Follies" Producer is to Confine Activities to London
GIRL FORCES HAND
Recent Cut in Salary Causes Break
Alaskan Gold Rush In Spring Predicted
Track Butts Street Car Into Basement, Several Passengers Slightly Injured
SOCIETY TO RUN HOTEL ONE DAY
Maison Veretti
Fifth Avenue
TWEED SUITS
of Spring 1922 Fabrics
Interlined for Wear Now
$45.00
LYNDE & GROSSER
Crisis of the Season
Emphatic Savings in Hart Schaffner & Marx Winter Overcoats
$50
Hart Schaffner & Marx Tuxedo or Full Dress
$63
Fine Boys' Suits Worth up to $22.50 now
$12.50
Wallace Brothers

The exhibit of an eight-column form of type-matter locked in a regular newspaper chase, a stereotype mat made from the form, a curved plate made from the mat, and a framed printed specimen of the page itself. The page is a composite rather than a representative one, that the students may be made acquainted with the most approved ways of handling various kinds of newspaper matter—and with the fact that virtually all sizes and kinds of composition are now being produced by machine.

Several different showings of display heads are featured—heads set, for the most part, in lower-case rather than caps, and attention is directed to the gain in legibility. Some two and three-column display ads are carried, as well as several single-column theatrical notices. The body matter is composed in seven-point Century Bold. Included among the display faces used (some of which run as high as thirty-six-point) are Bodoni, Cheltenham Bold, and Elzevir No. 3. Every line of type-matter used was composed the Linotype way. All borders and dashes employed were machine-cast, and even the column rules were produced on the Linotype.

The Oil-o-Matic

Reports have been received from a number of newspaper plants in the middle west speaking very favorably of the Williams Oil-o-Matic system for stereotype melting furnaces. The Oil-o-Matic is an oil-burning device which uses fuel oil, kerosene, or distillate as a fuel. Originally used as a substitute for coal fuel in the ordinary furnace it now has been improved and adapted to stereo furnace use with complete success.

The device is thoroughly practical yet simple in construction and operation and easy to install. It draws its fuel from an oil tank placed where most convenient. The oil is automatically mixed with air and driven by a fan into the firepot of the furnace. A pilot light ignites the flame and a steady heat is mained which can be kept at a desired degree of thermostatic control. Oil-o-Matics which have been installed in a number of newspaper offices have given satisfactory service for many months without any trouble. The big feature of this device is the saving which it allows. As in every case newspaper plants using it report savings which in a comparatively short time pay the entire cost of the system.

The Oil-o-Matic oil burner is manufactured by C. U. Williams & Sons company, Bloomington, Illinois.

Charles Francis on Tour

Charles Francis of the Charles Francis Press, New York, is having an interesting time during his tour of the old world. A recent communication received from him says, in part:

"Daughter and I are now (April 10) in Switzerland, having traveled nearly 50,000 miles since leaving New York. * * * We 'fly' to London from Paris about April 27, to Great Britain and South America, then home. We hope we have obtained inforamtion of value to our country. We expect to reach New York in October next. Hope you are as well as we are at this moment."

Mr. Francis is studying labor conditions, north, east, south and west, in the old world. With the reconstruction process going on, and the peoples of the world adjusting themselves to new conditions following the war, interesting denouements develop that make observation at this time particularly timely.

Trade matters and development of the graphic arts in Europe are also being looked into closely by Mr. Francis, who has achieved the distinction of operating one of the finest printing plants in this country, producing the highest type of printing the ability of American craftsmen afford—and that means the finest in the world.

Mr. Francis' resume of conditions as he found them will make extremely interesting reading.

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Celebrates Fiftieth Year as Printer

Andrew Buehler, president of the Buehler Printing Co., Milwaukee, celebrated his fiftieth anniversary as a printer April 15th.

He was born in Wurtemburg, Germany, Dec. 17, 1856, and became an apprentice printer on April 16, 1872. Four years later he was made a master printer and started his travels about central Europe, which took him to print shops in Germany, Austria, Switzerland and the Netherlands.

Mr. Buehler came to America in 1891, coming direct to Milwaukee. He arrived here on the last day of the year. In 1895, he founded the present business, which he has been conducting for 27 years.

Mr. Buehler has been confined to his home since the middle of February on account of ill health.

*

Paper From Oat Hulls

According to S. D. Wells in the *Paper Trade Journal,* oat hulls can be used to good advantage in the manufacture of paper pulp and strawboard. The oat hulls are digested with lime. The cost of the product should not be higher than that in the manufacture of pasteboard from straw. The strength of the oat hull product is not as great as that of the straw product, but by ad-mixture of the two raw materials a very tough paper may be obtained. In making pulp from the oat hulls, the latter are mixed with cotton linters or cotton hull fibre and treated according to the sulfate process. The high yields that are obtained and the good quality of the product indicate a promising source of pulp for the manufacture of paper used for printing books, magazines, for writing purposes, etc.

*

Peking News, published since the sixth century, is said to be the oldest newspaper in the world.

A Thankless Job

Editors naturally are optimists. They are given to look on the bright side of life. They delight in writing encouraging words. But occasionally one gets to singing the blues.

The very human being who guides the *Standard-Press* of St. Croix Falls, Minn., fell into this mood recently. Here is his lament:

"A newspaper can be issued week after week with 1,000 per cent excellence more than the town deserves and not a soul let one poor issue come forth and speaks a word of approval, but everybody howls about the poor paper they are getting.

"Or a newspaper can print lies to the 'nth degree blowing up some very ordinary citizen as a little gilded god and industriously turning the grindstone until this person's ax is satisfactorily sharp, and then forgetting past favors he flies off the handle over nothing at the first pretext, withdraws his advertising and sends his printing out of town.

"Again, a newspaper can touch upon somebody's petty hobby and they will swell up and purr like a pretty pussy, and never tell the newspaper why they had to buy a new hat, but just let the newspaper print something which goes against one of their private hobbies and brushes their stretched hide against the grain, and they immediately summon the clan and proceed to throw stones of ridicule and abuse.

*

Seaman Paper Co. Issues Handsome Brochure

Paper merchants the country over have grasped the value of advertising in the past few years to an extent that has shown them the way to increasingly larger volume of business. Master minds in the advertising field have vied with one another in an effort to bring more favorably to the attention of the printer the best ways for using paper and cover stock. This has served to bring the jaded printer out of his lethargy and to the live and aspiring ones has "shown the way" for creative printing.

There is no gainsaying the fact that samples of papers and cover stocks are useful insofar as they show the printer the quality and paper details. But when the printer is supplied with an elaborate piece of work, showing not only paper of various textures but dressed in covers particularly suited and in addition worked up in the best form of typography and printed as only the highest class piece of work can be produced, then real perfection and the essense of co-operation between paper merchant, printer and prospective customer is attained.

Such is the latest piece of literature emanating from the Seaman Paper company. Their latest contribution to the fund of valuable material placed in the hands of the printer is an elaborate brochure. The cover stock used is terra cotta brocade. On the front cover is a sailing scene, printed in blue and red on white stock and tipped on. Type colors are brick and brown. The color scheme is most pleasing and harmonious. The inside pages are made up of samples of Seaman paper, printed in black and multicolored process.

Bloomington, Indiana, Printer Solves Housing Problem

One way to solve a housing shortage problem is to build a house. Fred Burns, one of the pressmen on the Indiana University Daily Student, Bloomington, Indiana, thinks well of the plan. Here is the result:

He bought a little lumber each pay-day until he had gotten together a pile large enough to look like it had the makins of a house in it and started. He fell short a few lengths of siding but hopes to supply the shortage soon.

The cut shows Fred, the house, and his two little printer's devils and one little printer's deviless, and also shows a clear view of the result of Fred's evening and Saturday afternoon labor.

The total overhead expense on this home is the $4 monthly payment Fred makes as an installment toward the full price of the lot.

Such splendid pieces of work are not only valuable. They are a contribution to the craft. In them we see the result of a labor of love that will surely serve to ennoble and elevate the graphic arts.

*

New Miller Craftsman Unit

An interesting new booklet, descriptive of the new Miller Craftsman Unit, has just been issued by the Miller Saw-Trimmer Company of Pittsburg. The booklet, printed in three colors on Craftsman Units, is a splendid example in itself of the high quality of work the new machine is designed to produce.

As its name implies, this Unit is a combination of the C. & P. 12 x 18 Craftsman Press and a new Miller Automatic Feeder which the Miller people have recently developed for this machine.

The Craftsman Unit is designed to operate at a speed ranging from 2000 to 2400 impressions per hour. Its chief characteristics, as described in the booklet, are simplicity and economy of operation. It is said to combine the fine printing qualities of the slow, heavy types of platen presses with the speed and productiveness of the more expensive and costly operated cylinder types.

*

Death of G. L. Bowman

A venerable and worthy educator has gone in the death of Prin. G. L. Bowman of the Dunn County Training School for Teachers. He died very suddenly at Menomonie on April 19, from an acute attack of gastritis following a five day period of illness with influenza, which, however, had kept him from his work only one day.

In War-Time

Charles Alma Byers, the magazine writer, at the risk of getting in bad with the feminine contingent of his readers, tells the following:

"They say, to quote a prolific authority, that the modern woman is too independent to be more than incidentally interested in marriage. Yet—well, here is an incident that I am told actually occurred recently: A young couple appeared one Sunday morning at the door of a parsonage in a small country town and asked to be united in marriage. The pastor informed them that, as the morning service was about to open, he would not have time to perform the ceremony before his presence would be required in church, but if they would join the congregation he would be glad to serve them publicly at the close of his sermon. This the young folks delightedly consented to, and, at the proper time, the pastor stood and said:

" 'Will those who wish to be united in the holy bonds of wedlock now please come forward?'

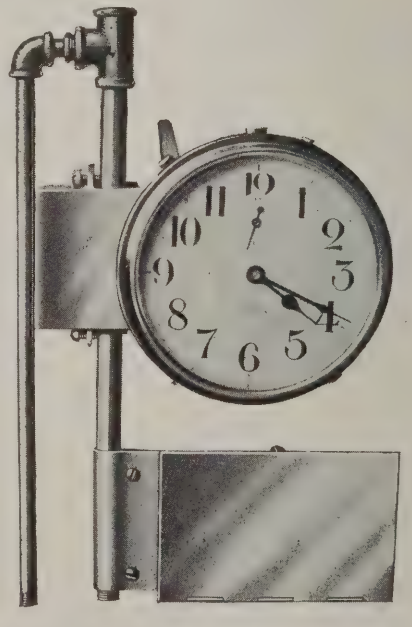
"Whereupon one man and thirteen women arose and walked to the altar."

—From Los Angeles Times.

*

Reliable Automatic Gas Lighter

The Eveready Automatic Gas Lighter is one of the most reliable devices for automatically turning on and igniting the gas under the metal pot on a linotype in the market. Its manufacturers have profited by their five years of experience in manufacturing the Eveready and now claim that their product is the best device of its kind possible to make.



Besides furnishing an automatic gas igniter, the Eveready may be used as the composing room clock. It is finished in highly polished nickle plating which will not tarnish from the effects of the gas fumes. Its position on the machine is out of the way of the operator.

The Eveready is manufactured and sold by the Automatic Gas lighter company, Berlin, Wis. It sells for $45.00.

Philadelphia Bulletin Celebrates

The Evening Bulletin of Philadelphia has passed its seventy-fifth birthday.

It was established April 12, 1847, and has been in continuous publication since. Alexander Cummings, the Founder, bought the business and subscription lists of "The American Centinel and Mercantile Advertiser," which was founded August 25, 1816, and used them in starting "Cummings' Telegraph Evening Bulletin," the name of which subsequently was changed to The Evening Bulletin.

Mr. Cummings later dropped out and established The New York World. The Bulletin was bought on June 1, 1895, by William L. McLean, and is published today by the Bulletin Company, of which Mr. McLean is president. Robert Mclean is vice president and William L. McLean, Jr., treasurer.

The paper now has one of the largest newspaper plants in the country and as soon as four presses now being installed are in operation, will take its place as the largest in this country and one of the largest in the world, the circulation being more than a half million copies daily.

Manifestly an occasion for congratulations, the seventy-fifth anniversary of The *Bulletin* calls for felicitations of the emphasis and specific quality which render not only praise but justice to The *Bulletin's* long and successful career, and to the vigor, continuity and skill of the editorial and publication initiative which as represented by Mr. McLean and his able coadjutors has made The *Bulletin* the power in development that it is.

Messages expressing appreciation and confidence in congratulation of The Bulletin on the occasion of its anniversary have been received from contemporaries in all parts of the United States.

The Governors of Pennsylvania, Delaware and New Jersey all sent their heartiest felicitations.

*

Matters of Moment

H. L. Hoard of the Jefferson County Union, Fort Atkinson, Wis., has established a mighty interesting department, known as Letters From Prominent People. When some widely known person figures in the news of the nation Mr. Hoard writes to him, asking questions with a view of throwing more light on the question under discussion and he has been eminently successful in tapping a flood of interesting correspondence.

Thus in the last issue we find Secretary Denby pointing out the danger of too small a navy; President Birge of the University of Wisconsin discussing William J. Bryan's ability to stand attack; Gov. Blaine talking about the pardoning power; Will H. Hays asking help and cooperation in his new task of uplifting the movies; W. E. Barber of the conservation commission telling how the draining of the marshes is destroying the covers for wild life; Walter Franklin Prince's story of how he laid the Antigonish ghost; a discussion of prohibition by George B. Skogmo of the committee of 44, and other letters covering a wide range of thought.

Mr. Hoard has demonstrated how the editor of a weekly paper can greatly enlarge his viewpoint.

Arizona Paper Suspends Publication

The Northern Arizona Leader of Flagstaff, Arizona, suspended publication on April 21, 1922.

The Leader began as a daily political paper five years ago. After many weeks of constantly increasing financial troubles, it changed to a semi-weekly. Never out of debt and bcoming more involved month after month the plant finally closed, putting its equipment in storage. Its failure leaves Flagstaff and the surrounding territory with but one paper, the Flagstaff Sun.

The Sun, which celebrated its 40th anniversary the same week as the Leader's demise is reported to be the largest and strongest county weekly newspaper in the Southwest.

Linograph Representatives in Sales and Service Conference

The recent gathering of Linograph sales representatives in a sales and service conference with the executives of the company at its home office in Davenport, Iowa, was notable for the number attending, and for the glowing reports made by the men who have been bringing the Linograph to the front.

Business has been good with the company. The new plant, opened something over a year ago, has been pretty hard pressed to keep pace with the demands for the product of the company. Domestic business has been good and foreign business has been making new records.

The company has been exhibiting a quick change three magazine machine and the sales responses are splendid tributes to its qualifications as a versatile composing machine.

*

In County Donegal

An intinerant son if the "ould sod" is going the panhandling gentry one better in his effort to squeeze sustenance from the willing ones without manifesting any real desire to work for it. This shabby and unshaven Paddy is not often pressed to tell all of his story, for the editor man usually has "delivered" before the versatile beggar is forced to "show his hand."

But hearken to the story:

"Oi am on me last legs, an' all thot I would be askin' is car fare to get out to the home of me sister, who will care for me in the hard luck. I hate to be askin' for charity, but if ye could give me the car fare now, sure an' I wouldn't be seen in your place again!"

"Certainly, old man," you reply, shoving a hand into your pocket to search for a street car ticket. "I'm glad to do that for you. By the way, where does your sister live?"

"The dear gur-rl lives in County Donegal, Ireland, the gr-randest place on—"

*

Nevada Editor Out For President

Charles McKnight Sain is nothing if not versatile, even though he is egoistic after you read the appended article. Truth to tell he is a live, pulsating individual who is making a success publishing a newspaper in a small town. Mr. Mac Sain is conducting his establishment in Logandale, Nevada. Judging from his effusion he has the entire United States for his field of endeavor.

List to this, Sain's platform:

I am a candidate for the Republican nomination for president to succeed President Harding, let his stay in the White House be four years or eight.

The farmers in two years have lost thirteen billion dolars by the fall in the prices of farm produsts. Labor has lost even more in unemployment.

The wage of the average farm family has been cut from above $800 a year to less than $200, or to 23 per cent. This curtails the farmers, buying power and depresses all lines of business.

This slump was all unnecessary. A financial depression should be as much an anohaly as would now be an epidemic of yellow fever.

The steam engine has a governor to keep it from running too fast or too slow. Business should have an automatic governor.

When business is going too fast and the currency inflated the creditor is deprived of his just due. If deflation comes too suddenly the debtor suffers.

The old time doctor bled his patient and sometimes killed them. The old school financier would bleed the country of its currency and paralyze industry. There is a better way to regulate business.

Two things are needed. One is a change in our tax system. The other is the general adoption of the principles of the call loan.

From the foundation of our government the practice has been to tax the provident few for the benefit of the improvident many. This is wrong. All savings should be exempt from taxes during the life time of the saver. Tax what we buy not what we save.

The local bank will make the farmer a call loan on government approved land security. If the bank declines to make the loan, or calls the loan before the farmer has the money to pay then the government will carry the loan until bank money is easier, say at an advance of one per cent above the call rate of interest, and issue to the farmer treasury certificates with which to pay the bank.

This would automatically regulate business. It would put every one to work and do away with the evils of unemployment. It would increase wages. The only way to double wages is to double our savings. The best way to double savings is to exempt them from all but the inheritance tax.

MACHINE COMPOSITION

Machine-Set Composition Rapidly Increasing

Development of Scope of Mechanism and Versatitity Opening Way to Operators with Vision to Enter Constantly Widening Field of Activity at Good Revenue.

WITHIN the past five years composing machines have relieved the hand composition department of the printing industry of perhaps fifty per cent of the display material which up to that time was distinctly "hand-set" matter. Almost overnight development in existing composing machines—the linotype, intertype, linograph, monotype, and ludlow—brought about a revolution in the method of composing display type and setting jobwork.

This is a natural course of events, since no industry that can lay claim to a future can hope to remain among the "going" unless it is ever striving to improve its methods. Advancement means development; development makes new demands on the workers; and it's the men with vision who are usually found at the top applying their knowledge and making a success of the new machinery and appliances that come into the craft.

Perhaps no department of the graphic arts has layed greater opportunity at the door of the aspiring printer than the composing machine. This is manifest by the urgent demand obtaining for several years for composing machine operators who have the ability and qualifications to operate the marvelous new machines which have literally swooped down on the industry.

As an instance of the versatility of these mechanisms and to more graphically portray the needs of the operators of the future, we will give the reader a glance into the equipment one of the latest machines possesses: Six sizes of type, with ten faces, is possible on one machine; another will afford access to four sizes and seven faces; still another has among its complement four sizes and eight faces, and so on. In the size range there are included 6, 8, 10, 12 up to 36 point. Those listed include all standard fonts. Assuming that a machine is being equipped for job work, it is easily possible, by grouping two or more fonts in one scheme to run the versatility of one of these marvels up to a point where fourteen faces of six or seven sizes may be employed.

Still more wonderful is the fact that to have access to all these faces and sizes of type, the operator does not leave his position at the keyboard. Mold bodies (we are now speaking of slug-casting machines) include the entire range of body sizes with which the magazines are equipped. And to add its little tithe of usefulness, all the slugs, no matter what the measure desired (within the range of 30 picas) there is a saw attachment which delivers the slugs, assembled in order, cut to the proper size, all ready for the hand compositor to build into the finished product, following only the formality of erecting the border and carrying out the scheme of typography desired by proper spacing. Scarcely a line to be set by hand.

This may sound far-fetched and inconceivable. Yet these things are here. Immutable monsters of cold iron and steel are delivering their product daily to hundreds of hand compositors all over the United States.

And what has the reader, if an operator, done to avail himself of the possibilities for advancement in this prolific field? How many composing machine operators, taking the total of which there are possibly 100,000 in the United States alone, can deposit themselves at one of these modern composing machines and produce the variety and quality of composition which the versatility of the machine is capable of delivering if the impulse is applied? Out of the 100,000 there are barely 5,000 that would measure up to the possibilities of production that the designers and developers of these marvelous mechanisms built into these machines.

And some say the opportunities are "all gone."

Truth is, they are "going" every day—passing in review, eager to be grasped. Yet they are permitted to "glide by" without being given as much as a greeting by many who deplore the lack of opportunity! Through the ages, history records that it has been the men with vision, persistence, belief in self, and *work* that placed them in positions of power and influence. The present age is no different than those gone before. The farseeing man ever on the alert for success, has kept his eyes open. He has sought after and attained knowledge of an advanced order in his line of business. He has the sense of "nosing for news" quite as much as the successful reporter, and finding it, usually turns in a good story, which insures to his benefit and to his—*success.*

There will be ever increasing numbers of opportunities for machine operators who equip themselves to master the modern composing machine. He must be better than an ordinary printer; his ability must stamp him as a craftsman. He must know the intricacies of hand composition; the fundamantals of typography; possess a knowledge of layout and design. Having these, and putting into composing machine composition the same thought and effort that the skilled hand compositor puts into hand composition, he, too, will marvel at the things he can create from the keyboard he manipulates.

No composing machine operator who has his future advancement at heart will permit the golden days to pass without each day striving to learn more about his business, to perfect himself in typography, layout, design, harmony, symmetry, and then become so thoroughly acquainted with the possibilities of the modern composing machine that he can command the key positions that are always going to (so it seems to the average operator) favored men.

*

COMPOSING machine operators, operator-machinists and machinists are invited to use this department freely for the exchange of views, seeking information about new devices and new models of composing machines; for the solution of problems pertaining to the operation and care of composing machines, etc. An expert in composing machines will answer every question frankly in these columns. Where urgent need is apparent for an early reply, correspondents will receive advice concerning machine troubles by including a self-addressed stamped envelope in their correspondence... Use this service freely. It entails no obligation, and there is no charge.

*

Trimming Knives and Keeping Them True

A correspondent complains that he had trouble with his trimming knives. They would not trim true if measures were changed. A new pair, which were never used, were applied. The same difficulty was apparent. On a 30-em slug they trimmed the slug true at both ends calipered the same. Putting a straight edge on the knives, he said, showed they were true. Yet when a 13-em or 15-em slug was cast, the left side of the slug showed a tendency to phat out.

This is not an unusual experience. Very few concerns that make a business of grinding knives can properly grind line-casting machine knives with the precision that is required. Often, also, in shipping, knives are sprung. This is particularly true of the left hand trimming knife, which is weakened somewhat by being cut out to fit around the mold-locking stud. And it is also true that there are straight edges and straight edges. Tools of precision are not always what their name implies. Before a trimming knife is put on the machine it should be tested with a straight-edge of known accuracy. Then, if the knife block is properly adjusted, and the knives are properly set, a true slug will result. Knives which require grinding should be sent to the manufacturers. They know what to do with them, and they have the proper grinding machines and the mechanics who know how to grind them.

NEWSPAPER BUILDING

The Newspaper and Public Opinion, and Covering the Field

A NEWSPAPER: According to Webster, a newspaper is a paper printed and distributed at stated intervals, usually daily or weekly, to convey news, advocate opinions, etc., now usually containing advertisements and other matters of public interest.

In the classification of newspapers we first think of the metropolitan or daily press with its highly organized system of gathering national and world news, and the country or weekly press the feature of which is to convey the news and conditions of the town or county, or both, in which it is located.

Another classification of newspapers is dependent on the ownership or management and which the readers think of as follows: Those for revenue only and those which aim to give the greatest degree of service.

In consideration of the latter classification, no lengthy argument is needed to prove that the newspaper which is published for the "Service" which it may render to mankind, has been, and is, a mighty force for progress.

Good men admire and support a newspaper man who has convictions and is conscientious, even though these convictions might run counter to their own ideas. A country paper is the mirror of the happenings of a community, or a mouthpiece of selfish bigotry, exactly to the degree the publisher makes it in either case. We are warmed to loyalty for our place and county, in a large measure, by the inspiration we get from the local editor, and the influence which is great for good or ill lies entirely with the man behind the quill.

Note the living, vibrant influence exerted to this day by some former notable editors: Greeley, Bennett, Watterson, McLain, Grady and others.

Greeley was the main stimulus for starting the great westward movement.

Bennett's paper did more to strengthen the protestant church of America than any publication of its time.

Glady's "Atlanta *Constitution*" did more to quicken the life of the great southeast than any other power of the world.

Watterson was a partisan writer but was universally admired, and his influence was far reaching because of the inherent honesty of the man. He was fair with the public and the public was fair to him. A striking example of his integrity was shown when he lost all his money in a poker game when on his way to fill a speaking engagement, and when he wired the committee for money, telling them just how he happened to be broke.

The newspaper, which in reality is the printed word picture of the man who dictates its policies, has no counterpart in the entire scheme of our complex civilization.

Dr. Frank Crane says: It sits as the watcher upon the heights and looks with calm eyes over all the activities of men. It records more than it judges, praises or blames. When its light is turned upon the doings of the wicked, there is a mighty scampering. Wrongdoers dread it more than they dread courts and prisons, because it tells.

It represents the invisible czar of a free people—public opinion. It is the flower of democracy; without it no people can be selfgoverning. Through it the people judge themselves.

PUBLIC OPINION.

Means the opinion of the majority of the people, and it is in relation to public opinion that the man behind the quill is put to the great test. He is expected to mould or direct as well as to record or convey public opinion.

The newspaper that would guide public opinion must have as its ruling influence a man who will study to meet and serve the needs of the constituency of his paper, endeavoring at all times to maintain a high moral standard. His position today is a responsible one, for many of the people gather their information and inspiration from the tone of the press.

We repeat, that because the newspaper is one of the greatest forces of the day for good or evil, the writer of its editorials or the manager of its policy, must think along lines which uplift, for unconsciously the overwhelming majority of editorials are the written words of public psychology or vibrations pouring in upon the subconscious entity of the writer from invisible and unknown sources. Predominantly wave currents invariably operate toward the right. So we see, if the newspaper is the product of a well-intentioned mind—loyal, patriotic, moral and religious—the mind will be caught in these waves and the result will be as is well understood by all students, an immeasurable influence for the good of that part of society which the paper reaches and serves.

The true interpreter must recognize that public opinion is often in a state of flux, and he must be high enough in his own standards to discern where public opinion will hold, once it is crystalized.

In 1912 Roosevelt was too late in his start to lead public opinion to a victory.

In 1916 Hughes was too remote from the people to sense the process of crystalization of public opinion.

Hollywood failed in sensing public opinion in pushing the vampire idea and failing to realize the fundamental love of decency among the common people.

The American Magazine held up, recently, Lord Northcliffe as one who understands the things that interest people. There is a question in the minds of some of us as to his ability to interpret the feelings and the sympathies of the bulk of the American people. For instance, he judges the value and efficacy of the prohibitory amendment by what he sees of the violation of the law in the aristocratic New York clubs. The opinion of those members represents but a fraction of the people of the United States, and not the most useful citizens at that.

The country newspaper must quickly see and sense the nerves, feelings and mutterings of every farm, shop, store, and school district and weigh and appraise the same and be able to prescribe the introduction of the proper element around which to fuse or crystalize the forces for a high standard. If opinions crystalize around a low standard it will only be a temporary expedient. The wise man can afford to wait.

Lincoln was undoubtedly one of the ablest men to discern and lead public opinion, and often he had to be watchful and bide his time. His lasting success rested on his high standards of life.

COVERING THE FIELD.

The newspaper, and particularly the one of the country, must have numberless feelers throughout its

district; correspondents, street corner confabs, barnyard talks, reports from women's clubs, from activities of the churches, from various farmers' meetings, from the schools and school meetings, all commercial gatherings; in fact any place or time where the minds of the people are expressed freely. Truthfulness is an absolute essential, but the truth in some nasty matters should be relegated to oblivion. It is not always easy to state facts correctly, to separate truth from falsehood, news from gossip. Many things that are not to the credit of an individual or a community, are better left unsaid, unless there is an opportunity or possibility to correct the evil.

Industry is a qualification of every country newspaperman worthy of the name, for it includes not only readiness or willingness but an active desire to participate productively in the industrial, social, political and intellectual affairs of his community.

To cover the field completely the country newspaperman must have the spirit of co-operation, including good will. He must be ready to give and take in the activities of life, must be generous, obedient to law, have a desire for intelligent service, and respect for both the majority and minority. Co-operation involves also adaptability, tolerence, and intelligent sympathy, in that it is necessary for relating and adapting one to the necessities of one's environment.

In addition to cultivating sound business ability in all his dealings the country newspaperman must be courageous in his conduct, and must ever remember that the public seldom expresses appreciation of a good newspaper work save when it loses it.

The man back of a good newspaper needs to steel himself to be optimistic, fearless, sane, do his duty and keep happy.

Department of Newspaper Criticisms

CONDUCTED BY E. G. MYERS.

Publishers and editors are invited to send to the National Printer-Journalist, Montgomery Building, Milwaukee, Wis., copies of their newspapers for constructive criticism. This department aims through intelligent, honest review to be helpful in improving the typography and general makeup

Brillion (Wis.) *News*—Suggest more systematic separation of news from miscellaneous matter and gathering of important local news on first page with more generous use of heads. Believe you would find pages more pleasing if ads were made up pyramid fashion instead of in solid columns. Editorial page interesting and commendable. For this page a suggested department would be items of interest gleaned from other newspapers of your county—not necessarily news, but more of an informative nature.

Columbia (Tenn) Maury *Democrat*—Spring and automobile edition creditably handled; lighter face rule as cut offs between two-column news articles suggested; second banks on main news heads too small in size of type to harmonize pleasingly with main part of head; makeup splendidly handled; ads would be improved if type used is smaller, lines narrower an more white space employed between type matter and border and grouping of related sentences with generous white space between groups.

Clermont (Florida) South Lake *Press*—Commend you on sticking to your community and county for material in building your newspaper weekly; the hope and future of the smaller town papers lies, it is universally agreed, along the channels of serving its own constituents with information of their activities and in furthering the interests of their particular locality, rather than poaching on the national news. Feature stories well handled. With mass of business handled believe you would be better pleased with 8 point on 9 point slug for news instead of 10 point, especially since the 10 point you use is a book face and too light in weight of lines for convenient and easy newspaper reading.

Frederick (Md). *News*—Real enterprise reflected in your special edition; commendable progress manifest since installation of your new press. Suggest trial of cap and lower case heads on news matter; refer you to New York *Globe*, New York *Tribune*, Milwaukee *Journal* as pleasing examples of efficacy of this style head. All cap italic heads not in good taste and illogical. Too generous use of all caps in display ads; suggest greater use of white space and more varied border treatment.

Wakefield (Mass.) Daily *Item*—Commend your group life insurance plan for employes as well as persistence in continually issuing a creditable daily. Believe you would agree, after using for a period, cap and lower case heads and more generous spacing between banks would make for greater reader interest because of pleasability and ease of reading. Use of dashes after single heads, or in fact after any heads, merely a custom that would not be missed by abolition.

Connecticut Editorial Association

Members of the Connecticut Editorial association, with their wives and other ladies to the number of nearly 60, were guests at the state prison at Wetherfield Saturday, April 22. The occasion was the quarterly meeting of the association and was held at Wethersfield at invitation of Col Norris G. Osborn, editor of the New Haven *Journal-Courier* and the president of the prison board of directors. Colonel Osborn, Warden Henry K. W. Scott and assistants proved ideal hosts and gave the members of the association and ladies one of the most interesting and delightful sessions in the association's history. From the hour of assembling at 11 a. m. until the time for departure at 4:30 there was something doing in the way of real entertainment or hospitality.

The business session of the association preceding its visit to the prison, was one most interesting, deduced from the attendance and the eagerness with which those attending participated. The July meeting of the association will be held at Storrs Agricultural College, the 29th and 30th. A feature of this meeting will be an exhibit of weekly newspapers of the state which will be judged from viewpoints of superiority in contents and appearance, by an official from Cornell university.

Bartow (Florida) Polk County *Record*—Selling your enterprise to your readers and to the community a manifestation of good newspaper instinct. Commendable and creditable work reflected in every page of the Record. A good paper with a good editorial page.

Warren (Arkansas) *Watchman*—Ten point No. 16, which you use for news matter, requires excessive leading to make it pleasing to the reader, and this necessity creates a page that is inharmonious. It is also very much in conflict with the plate matter, which is 8 point No. 2 with Gothic No. 3 on a 9 point slug. Ten point of so large a face spaces unhandily in 13-em slug, which slows up machine production. Believe you would, by a little extra effort, be able to get up as much material in 8 point on 9 point slug as 10 point; even if not, appearance and pleasability of paper would more than offset any difference in cost of production.

Austin (Minn.) Mower County *News*—A really unusual first page and unique in that it departs from the effort to follow lines of symmetry and balance in arrangement of heads. Commend you on enterprise in use of cap and lower case heads. This feature is so good it would be well to use universally. Ad typography would be improved if bold faces were limited to sparing display lines and use of more white space. A good editorial page, a good paper and evidently a good town, judging from the representation of merchants in advertising columns.

Hot Springs (South Dakota) *Star*—Weight and variety of heads and style of makeup on first page too symmetrical for best reader interest; two and three-column breakups with more variety below center fold suggest themselves as progressive improvements. Very commendable editorial page. Makeup of inside pages generally good. Country correspondence of such volume and character it might very well be "wrapped up in more saleable parcels" if dressed in two or three-bank heads forecasting the news of the locality to follow.

The Retail Price List On Paper

Like Topsy, Practise of Selling to Consumer "Just Grew"—Paper Merchants Begin to Recognise Printer Is the Logical Retailer

IT HAS been said—and repeated untold millions of times—that "there is nothing new under the sun." Archaeologists exploring ruins of ancient empires have discovered utilities and instruments, which tell the story of a civilization in those days, equal to ours of the twentieth century. It has been argued that existence is but a cycle and that every period of ascending civilization is followed by a descending period, and that all we now have is—to express it in slang—"old stuff."

Be this as it may, there is no doubt but Solomon or Barnum or whoever was first responsible for the "nothing new under the sun" idea, knew whereof he spoke.

It has been the writer's impression that a great many of the problems now effecting the printer were new ones caused by present day competition and a more rapid business pace. He had felt that production problems had been solved by scientific study the inventions perfected since the time of Guttenberg. He had thought, likewise, that the direct sale of paper to the consumer by the paper merchant had only come into general practice since the discovery of purchasing agents and advertising managers. He was mistaken, for it now appears that printers back in the 70's and 80's had the same problems to contend with that printers have today. He has seen a letter written by one of those old timers back in 1887. The letter was to one of the trade journals and was signed "Subscriber", perhaps in fear that paper merchants of his city would refuse him credit because he dared lift his voice in the wilderness.

"Subscriber" wrote: "Any merchant (consumer) can go to the paper warehouses and buy as cheap as the printer. Many of them buy envelopes, letterheads, cards, etc., and then go to the printer and get bids on what he will print so many thousand per thousand. I know of one house here that bought comic cards for fifteen cents less on the thousand than the printer could buy them for. Such business as that should be stopped in some way. The printer should have the preference for he is expected to print and sell as many thousand as possible while the merchants only makes one purchase, say, of ten or fifteen thousand and no more."

I am indebted to "Subscriber" (may his dust remain undisturbed) for summing up one of the strongest reasons why the printer should be protected—"because he is expected to print and sell as many thousand as possible while the merchant makes but one purchase"!

It would seem to me, that if I were a paper merchant I would concentrate my sales efforts on printers for this one reason, if for no other. I would want the printer's friendship because he is a steady customer. He, it seems to me, forms the one port in time of stress, for if paper is to be used the printer is the man who knows it. The good will of the printer which would prompt him to send for me or one of my salesmen whenever a job comes into the house and would then say

The control of sales through the printer, will still be in the hands of paper merchants, since the same methods can be pursued as in other trades. The manufacturer of a nationally distributed brand of candy does not attempt to sell direct to the consumer.. He sells through distributors and then helps those distributors increase the sale of his product by creating a demand among the consumers of his particular brand. A similar illustration can be found in our own trade where one of the largest fine paper manufacturers is increasing its own business through an increase in business done by its distributors.

to me: "John" or whatever my name would happen to be, "John, what do you think of using your No. 1 enamel on this job, or would you suggest a little better grade?" would be more valuable to me that the occasional order from the manufacturer who only uses paper in any quantity, once or twice a year.

I was talking with an executive high up in an industry other than that of printing. I told him of the situation which existed in our trade.

"What is the reason for it?" he asked.

My answer was that direct selling had been the custom for so many years—this was after reading "Subscriber's" letter—and that no concerted action had been taken to prevent it, so that it had, like Topsy, "jus' grew".

"It looks to me," was his rejoinder, "that the paper men are hungry for business and are willing to get it any way possible. We couldn't stand for any such practice in our industry."

Can it be true, then, that this condition which is working to the disadvantage of the printer, is caused by nothing more than selfishness on the part of paper men who are willing to get business in any way possible, without regard for those "expected to print and sell as many thousand as possible? "Without regard for the natural outlet for the paper dealer's own merchandise?"

The number of paper houses, as is to be expected, does not approach the number of printing plants. There are very few towns of 25,000 or less inhabitants that can boast of a fine paper house, unless that particular town is a distributing center for that section of the state or country. On the other hand nearly every town or hamlet of 500 or more persons boasts of a printing plant. The amount of paper consumed in these small plants is considerable, because their number makes up for the small amount each uses. The printer in these towns must stock all of the paper his trade requires except for those rare cases when he obtains an order calling for a quantity of paper not carried in his stock. He is, therefore, a retailer in every sense of the word with a retailer's responsibilities and entitled to the retailer's profit. The business to be obtained direct in such towns is so small that the printer does not need to worry about direct sales on the part of the paper merchant but he is interested in obtaining his profit on the paper he sells.

In larger cities it is true that the printer does not stock paper in any great quantities although I know of shops in Chicago where paper amounting to thousands of dollars is always carried, and not because the purchases have been made direct from the mill, either. On the other hand, the city printer can be held no more liable for a stock and cannot be required to carry paper for all of his requirements any more than a machinery house or an accessory house can be required to have the immediate part necessary for your press or automobile or washing machine. In my own experience I have often been told that I must wait until the commodity I wanted arrived from the factory or warehouse, before I could obtain it. I never question the dealer's right to a profit on that commodity when he finally obtains it for me. Very often the article can be obtained in the same city and the wait is only one of a few hours, or as long as it is necessary to send to the warehouse for it. This is applicable to the printing industry, for the city printer is every bit as much of a retailer as his brother printer of the country or the city accessory dealer.

A greater part of what has just been written is admitted by paper dealers, who are attempting to bring about some method of assuring the printer that future sales will be eliminated or confined to certain classes of business. The rub comes when paper is considered in large quantities, for the paper dealer wishes to retain these big orders for his own benefit, or not so much for his own benefit because he makes any more on direct sales but to keep this business from the hands of competing paper merchants. It should be realized that the same amount of business will still reach the paper merchant when he sells through the printer as now reaches him through his direct sales. The printer must buy from the paper merchant, and the same volume of business is still handled. For this reason it is my opinion that paper men would not object to limiting their sales to printers if it were not for this element of jealousy among themselves.

The control of sales through the printer, will still be in the hands of paper merchants, since the same methods can be pursued as in other trades. The manufacturer of a nationally distributed brand of candy does not attempt to sell direct to the consumer. He sells through distributors and then helps those distributors increase the sales of his product by creating a demand amoug the consumers for his particular brand. A similar illustration can be found in our own trade where one of the largest fine paper manufacturers is increasing its own business through an increase in the business done by its distributors. This company likewise has men calling on printers, who correspond to the paper dealer's salesmen who call on consumers. In the case of the manufacturer, however, his salesmen calling on printers only create a demand for that particular brand of paper, without

filling it. These men cannot accept orders but tell the printer who can fill the orders. Both the manufacturer and his distributor benefit. The paper house's direct salesmen are not as ethical since their sole purpose is to obtain orders, without letting them go through the printer's hands. I wonder what course of action paper merchants would take if the manufacturers whose lines they handle, would actively solicit direct mill orders from printers? Yet this is the very thing paper merchants are doing at the present time.

There have been many cures proposed for this situation, which has been characterized by industrial leaders in and out of the printing trades as "deplorable". The protective measures proposed by paper merchants themselves—the plans proposed by printers—combinations of these two—all have been put into operation at some time and at some place, but so far only one has operated to the mutual satisfaction of both.

In only one city have I been able to discover a plan which is really making the printer the ultimate distributor or retailer of paper, and that is in Detroit where the Retail Price List plan is in operation. The Retail Price List plan has been outlined in a previous issue of THE NATIONAL PRINTER-JOURNALIST and it does not need recounting here except to say that it is a plan whereby the paper dealer's prices are couched in retail terms and the printer is accorded a discount from these prices, the discount being the amount of profit the printer makes on the transaction. This system of pricing paper has been used in Detroit for eight years. Both printers and paper merchants have expressed their satisfaction with it. Paper merchants in that city have discovered that it pays to cultivate the printer and that the printer is able to reciprocate. Detroit paper men told me they are closer to the printer than paper men in any other city. They have lost nothing through the elimination of direct solicitation to the consumer, and on the other hand have gained because the active co-operation of paper dealer and printer has resulted in a keener drive for business.

It is this same plan of co-operation which the printers of this country are attempting to bring about through the universal adoption of the Retail Price List. They believe a more general understanding of its purposes and results on the part of paper merchants and printers, will make its early adoption an assured fact.

A Big Survey of Business

After Six Months' Travel and Study, Walter H. Savory Reports Satisfactory Condition

"There is every reason to believe in the business conditions of the future, and no reason to fear the temperamental ebullitions that we see here and there. This is the consensus of opinion of the publishers I saw, and I agree with them."

This is the message Walter H. Savory brings, after a trip that took him into practically every state in the union. It was a journey that occupied six months in time, and in extent covered every section of the country, practically every metropolis, and scores of cities and towns representative of the various interests of the entire country, from north to south and from ocean to ocean.

"Only in spots," said Mr. Savory, "and very small spots, at that, did I observe any degree of pessimism. There have been some slumps but in almost every case these slumps are finished and business is satisfactory. In many cases it is more than satisfactory. In some places advertising is rolilng in in such volume that it has been necessary to curtail the percentage of reading matter far beyond the generally accepted standards. In Illinois I counted 282 columns of advertising in a single issue of a famous evening paper—and it was just a regular, routine edition, no stunt, no celebration, nothing going on in the city to produce abnormal business that day. In another city, situated in Ohio, I found 129 columns in one issue.

"The Pacific slope is booming in spite of a winter with double the normal amount of rainfall, and in spite of killing frosts which ruined millions of oranges and lemons in the southern section. I did not discover any sign of weakness there. There too, the advertising is so great that in many cases it exceeds fifty percent of the entire space on occasion, and at least once I found a case where a single issue ran to 75 percent of advertising.

"Mining interests in the mountain section were rather hard hit for a while, but mines are being opened up again, and the newspapers are sure that the future holds nothing in sight but good news.

"The central states are feeling the rise to a reasonable level in the price of corn. When it was down to 17 cents things looked pretty blue, and the newspapers shared the general depression; but now that it has reached 40 to 50 cents, the farmer can get by and make a little money. The outlook for the new crops is good, and newspaper people all say the outlook for "foreign" contracts the rest of the year is excellent.

"Here in the east we are feeling the industrial fluctuations but the trend is always upward, slippery a little here and there but getting a fresh hold and climbing a little further on every rise.

Walter H. Savory

"There is beginning to be felt a more economic wave that will do away with the exaggerations of the past few years, by degrees. Work is beginning to tell. Work is what is needed, for the hole that was made in the roadway of the world is not yet completely filled, and working around on detours is laborious.

"One by one the detours are being abandoned and the newly paved road is being used. We have many detours yet, but patience and ingenuity are producing results already noticeable, and becoming more so all the time."

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Wausau Sulphate Stock Sells Rapidly

The Wausau Sulphate Fibre company, of Wausau, Wis., which recently absorbed several of the largest sulphate and fibre concerns in Wisconsin, is floating a bond issue of $1,200,000. The issue is going rapidly, and indication that the concern is considered a good risk and the stock a good investment.

The Wausau Sulphate Fibre company is the first complete pulp and paper mill making Kraft paper in the United States. The proceeds of the present financing will be used primarily to pay for 38,000 acres of timber lands in northern Michigan, which are in the nature of insurance for future operations and also to retire floating indebtedness and bank loans.

Average annual earnings for the six year period ending on Dec. 31, 1921, before interest, taxes and depreciation, are $723,433 or about 8.6 times the interest requirements on the present funded debt.

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"The bride was gowned in white lace. The bridesmaids' gowns were punk. The whole color scheme of the decorations was punk."—N. Y. paper. Probably the bridegroom was also in the punk of condition.

THE FOREMAN'S FORUM

Don't Abuse Your Rollers

SPLASH! And the oozy, dripping, foolish month is among us. There is no need to look at the calendar to know May is here. The gooey, sloppy weather tells us that.

It is good we have a calendar, however, because in our business we might otherwise get to thinking it was May most of the time. When we speak thus we are not thinking of 98% of our customers, but that other 2% can and does pull enough foolishness to make up for all the rest, and once in a while we have such a rush of harsh words to the lead pencil that we must get some of them off our chest or blow up.

If a printer wants to run his press to death and wreck it, it is his press; and if some nut wants to throw away good money and it is his own money, why we can have no kick coming.

Likewise, if a man wants to use winter rollers in August, in face of the certainty that they will melt, they are his rollers and he has a perfect right to do it. We do not object.

BUT—

When a man beats his wife up he doesn't go to the preacher or her parents and expect to get another wife in exchange for the used one.

The man who rips up his tires carelessly gets no new tires.

The press builder does not furnish new machines, without cost, to the printer who smashes up his older press; nor does the mint reimburse the simp who scatters his coin to the winds—

And by the gods, when we have spent time and money for years in an effort to educate certain printers to use their rollers intelligently; when we send out thousands of rollers every week and the kicks keep coming from the same men time after time, we'll be eternally danged if we can see any good reason why we should pay for their carelessness and stupidity.

Whenever we make a recast free of charge for one of these chronic roller abusers we are being unfair not only to ourselves, but to the other ninety-eight per cent of our customers, and we feel the time has come to stop it—and that's that.—*The Vibrator.*

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Locking Up a Heading or Small Form on a Cylinder Press

Did you ever have the pleasure of seeing your form "spring" after you have spent so much time trying to lock it up that you are ashamed to look your time sheet in the face? Next time this happens, unlock everything and put a strip of post-card bristol about one-eighth of an inch by six inches between the chase and the furniture on the bed of the press. If the chase is a proper heading chase, then I have generally found it better to use two pieces of 60 x 10 furniture *longways* instead of so much furniture the usual way. This, in preference to the extending furniture, which has a tendency to spring badly. Sometimes you may have two or even three pieces of card placed between the furniture in this way, but the form will be as solid as a rock, and a little experimenting will soon show you just how to get the trick of it, as too much card will make it spring up as badly as having none at all.—A. J. Tomlin in the American Pressman.

Pressroom Hints

Use the expanding roller trucks and save yourself some worry. Rightly used, they are one of the best things I know of. And if you have a form with down rules, always try to have a rule placed across the top to save your rollers being cut. If this is impossible, then lock your form up at an angle. By throwing your form out of the usual "straight up and down" you will save your rollers and get a sharper impression from the rules. If you have two platens, and get the usual run of work, from an envelope corner to a half sheet window card, don't alter the impresion screws any more than you can help. If at all possible arrange for all the altering to be done on only one press. Very few seem able to set a platen press really "square" once they start shifting the screws for almost every job; so try to get all the "odd" forms on the one press and then if you must alter the screws *be sure and reset them immediately the job is done.*

If you have not already made the acquaintance of automatic feeders please get in touch with them right away. There was a time when the linotype first started, and most of us know what changes it has made for the typos. Did it not occur to you that with the Kelly, the new Miehle, Miller feeder and other automatic feeding attachments, the pressroom is today just where the composing room was twenty years ago? Believe it or not, the man who is content to think that the pressroom of ten years from now will not materially differ from that of today is going backwards already. One thing is absolutely certain, and that is, the man who prepares himself for the coming changes will naturally reap the benefit in the shape of higher pay and more interesting work. Hand feeding will always be with us, but it will gradually become the exception rather than the rule.—A. J. Tomlin, in the American Pressman.

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The Pressman

BY JAMES EDWARD HUNGERFORD

When presses are stoppin'
Wherever he is,
He's right there a-hoppin',
To keep 'em in biz;
He knows every part of
A press that is made,
An' puts the whole heart of
Him—into his *trade!*
No matter what make of
A press it may be,
He knows all about it
From A down to Z;
An' if it needs *fixin'*—
Well, *fix* it he *can;*
He's some little *fixer—*
The press-repair man!
No matter what's ailin' em
That fellow—*he*
Will *fix* it—whatever
The trouble may be;
He *knows*—never *guesses*
What's ailin' a press;
Brave knight of the Presses—
Hats off to him? YES!

Inks, Their Use and Abuse

As a general practice it may safely be laid down that the less you monkey around with inks the better. I am well aware that there are some pressmen who think it almost necessary to "mix" their inks as to makeready—but they mostly belong to a bygone age, and these days, when it is possible to get almost any kind of ink specified, it is a waste of time to get into the habit of doping your ink. For all practical purposes you will be well advised to carry in stock two one-pound tins of reducing black and one pound of reducing red. This will enable you to reduce your inks without losing the brilliancy of the color. Blue is generally thin enough; my own experience being that the trouble is to get a bronze blue stiff enough to correspond with a bond black. Of course, this is not intended for the purpose of reducing inks for posters, but only for the purpose of overcoming the occasional trouble when some particular ink is too heavy. For headings and the usual run of loose leaf jobs, use the best ink you can buy; you will find that a heavy ink, with hard packing, will generally give you a first class job, plus the opportunity of backing it up without offset.—A. J. Tomlin, in the American Pressman.

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Practical Printing Hints in Story Form

Putting a real moral across without labeling the message with a didactic "let this be a lesson to you" is the feat which R. T. Porte has accomplished for printers in his "The Printers of Chiapolis." This little book, which by the way does credit to its publishers through the neat and attractive way it is bound, contains a series of stories which have all appeared in *The Inland Printer* at some time, each story endeavoring to point a moral or lesson either as to selling, efficiency, right business methods, or correct ethics in the printing business.

In his preface, Mr. Porte says:

"Many of the stories are from personal experience; some are gathered through the confessions of others; all are written and printed for the entertainment or encouragement of those who may have had similar experiences. Possibly the relating of the experiences will develop new ideas and encourage the adoption of methods leading to better business."

"The Printers of Chiapolis" is published by the Porte Publishing Company, Salt Lake City, Utah.

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Paper Makers Report Depression is Over

Business depression is over and a gradual improvement may be expected, declared Dr. Hugh B. Baker, executive secretary of the American Paper and Pulp association at the annual convention of the paper manufacturers of the United States at New York.

"Early arrivals all had the same report to make," he added. "And the discussions of the week will center on the gain in orders since the inventory period of dullness. Fine paper orders are 75 per cent of normal, some of the specialties are over 90 per cent and the sentiment is far better than last year."

FIELD OF JOURNALISM

Editor Checking Up On Journalists

Editor Howe of the Prairie du Chien Courier, has hit upon a novel plan, designed to co-operate with the school of journalism of the University of Wisconsin, as well as to demonstrate to the editors of the state the value of the state's journalism courses.

Two issues of The Courier, those of April 18 and 25, were put out completely by students. Four students published one issue and a different crew composed of three men and one lady supervised building of The Courier the next week. On the fourth week the work of the two crews was analyzed, criticized and marked up by the University experts in modern newspaper making and, all reduced to writing, will be printed in a third issue. Copies of the three issues will go to every weekly newspaper in Wisconsin.

"The big idea was to check up on what the school of journalism was doing for the weekly newspapers, by actual demonstration of students and let the publishers pass judgment," said Mr. Howe, in commenting on the innovation.

Study of the Courier published by the students, and regular issues produced by Editor Howe, afford interesting sidelights on the value of scientific methods applied to modern newspaper making. Without disparaging the efforts of Editor Howe, it may be said with candor the products of the students are superior in every respect to regular issue of the Courier.

The two issues of the students are almost identical in first page makeup and treatment of heads, though the issue of group one may be said to be the better. Both were very creditable. There is a tendency in both to adhere too closely to rules of symmetry, making for monotony. Main news heads are set in extremely condensed 24 point caps, and the second bank in 10 point Cheltenham bold. The latter suffers by comparison with the first bank. Lower case 18 point Cheltenham bold for first bank heads and 10 point lower case for the second bank suggest themselves as a more pleasing and easier read heading. Dashes, too, may be said to complicate heads rather than add anything. As a matter of fact dashes between heads are merely a habit, so much so they have become an institution. Eliminate them and nothing is missed after one or two issues, but improvement is apparent if proper white space is used.

The student issues are far and away the best examples of country newspaper making we have inspected.

Group one, unlike either Editor Howe or Group two, had an interesting editorial page, well written, handily arranged and given splendid treatment generally, though group one editorials should have been single leaded, to make for easier reading. Side heads, coming within the freak class, are also not in good taste for editorials.

Makeup on both student issues was identically the same, in that ads were grouped pyramid fashion on the right hand side of the page.

Heads on pages other than page one are far too small and suffer by contrast with the news matter.

University of Missouri to Graduate 74 Journalists

Seventy-four students in journalism will be graduated the latter part of this month from the school of journalism, U. of M. This is the largest class in the history of the school, which was founded in 1908. It is composed of forty-one men and thirty-three women. All of the men and eleven of the forty-seven students were graduated from the school.

Twenty-five members of the class are going into the news or editorial departments of newspapers; 13 are going into advertising work; 5 expect to do graduate work, 2 at the University of Missouri, 1 at the University of London, 1 at the University of Oxford, and 1 at Columbia University; 2 members of the class will remain at the school of journalism, 1 as an assistant and the other as an instructor; 3 have accepted positions as business managers of newspapers and but 4 are going to engage in other business.

Missouri, with 56 representatives, has the largest number in the graduating class. Nine other states and China are represented. Graduates have accepted positions in fifteen different states, the District of Columbia, Japan, Hawaii and England.

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Six Journalism Courses Given In Summer Term

Six Courses in newspaper writing and editing, the teaching of newspaper work, and other phases of jouralism will be offered during the 1922 Summer Session of the University of Wisconsin, according to the preliminary bulletin just issued.

Several of the courses are primarily intended for high school and college teachers of journalism, news writing, journalistic writing, and similar courses.

The six courses are: (1) newspaper reporting with practice work on Madison newspapers; (2) newspaper editing, with work on the copy desk and in the printing laboratory; (3) the writing of special articles for newspapers and magazines; (4) the history of English and American journalism; (5) editorial writing; and (6) the teaching of journalistic writing and the supervision of student publications.

The teaching staff will include Professors G. M. Hyde and E. M. Johnson, of the Wisconsin faculty, and Prof. F. B. Thayer, of the Medill School of Journalism of Northwestern university.

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Chinese Wins Editorial Scholarship

Kan Lee, a native of Peking, China, was today awarded the John W. Jewell Scholarship in Editorials by members of the faculty of the School of Journalism of the University of Missouri. Nine other scholarships were awarded.

Miss Elizabeth Agee of Columbia and Miss Blanche Westerman of Fredericktown, Mo., were awarded the Jay L. Torrey scholarships. Paul M. Miller won the Review of the Far East Prize.

Five other John W. Jewell Scholarships were awarded as follows: News, Arthur L. Baermann and Marvin J. Wilkerson, both of Columbia; Advertising, Paul C. Jones. Kennett, Mo.; History and Principles of Journalism, Franklin L. Miller, Elk Point, S. D., and Graduate, Joel D. Wolfsohn, Chicago, Ill.

The Newspaper Reporter

The very best example of an out-and-out rip-snorter, to my poor way of thinking, is the Newspaper Reporter. Here is the chap who spends his days a'wearing out his shoes to satisfy the appetites of you and me for news. I wonder if we ever pause a little bit and think, on rising from our evening meal, replete with food and drink, about the lean and lanky cuss who lives on beans and tripe and oftentimes is just that poor he can't afford a pipe—who wrapped up in his calling, through-out the country frisks, a'trifling with danger and taking awful risks—who hunting local color, maybe dangles from a rope, three hours or so, in rain or snow above a vat of soap—who rides the wings of aeroplanes, inspects the holds of ships —and when he's doing nothing else, plans lots more just such trips—or works all night a-furbishing the news from near and far, so you and I'll enjoy it while we smoke our fat cigar. There are exceptions, some reporters lunch with Kings and Queens—and run away on week end trips in sky-blue limousines. But on investigation you're pretty sure to find that most of them are just about as I've above outlined. So try now and appreciate the humble earnest chap, without whom you'd be still in doubt about the Isle of Yap. Let your last will and testament bequeath perchance a quarter, to help buy shoes or something for a Newspaper Reporter.

HERBERT LOGAN CLEVENGER.

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1923 Badger Dedicated to Journalism Director

The Badger annual that is being published this spring by the class of 1923 of the University of Wisconsin will be dedicated to Prof. Willard G. Bleyer, director of the University Course in Journalism, according to an announcement just made by Horace B. Powell, of *Milwaukee*, editor.

"We decided to dedicate our Badger to Professor Bleyer because of the tremendous service which he has done the profession of journalism," said Mr. Powell. "We have been deeply interested in the rapid growth of the profession and feel that he has been one of the outstanding and guiding figures in this development. The growth of the journalism department of the university was largely due to his efforts."

Professor Bleyer has been on the Wisconsin faculty for 25 years and founded the journalism courses in 1907—one of the first two departments of the kind. He is the author of four books of journalism.

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Students Visit Chicago Newspapers

About 50 students in the Journalism School of the University of Wisconsin went to Chicago on the annual inspection tour, April 12, to visit the plants of newspapers, engravers, the Western Newspaper Union, and the Associated Press. The trip which is taken every spring, was conducted by Professors W. G. Bleyer, dean of the School of Journalism, G. M. Hyde, and E. M. Johnson.

Thirty-Seventh Annual Convention to Be Rouser

Executive Secretary Hotaling Busy Preparing Plans to Take Care of the Enthusiastic Throng Attending Annual Convention in Missoula

ARRANGEMENTS for the 37th annual convention of the National Editorial Association are being rapidly whipped into shape and present indicatioins are that it will be the most successful convention that has been held in many years. The matter of attendance is already insured; although nearly three months before the convention date, practically 200 tentative reservations are in sight and more are reaching the office of the executive secretary every mail. The convention wil be held at Missoula, Montana, on July 19, 20 and 21. It is expected that it will take two special trains to carry the party, and these are scheduled to leave Chicago on the evening of July 9th, arriving at St. Paul in the middle of the forenoon of the 10th, the trip being arranged so as to allow the visitors to have an opportunity of viewing the scenic route along the Father of Waters.

One of the spots to be visited will be Prairie du Chien, Wisconsin, which is of special interest to many from the southland, as it was here in early days that Jefferson Davis, President of the southern Confederacy, was located as a member of the United States army. Zachary Taylor, later President of the United States, was also located at this point.

In St. Paul and Minneapolis the party will be looked after by the commercial organizations who will take the guests to see both of these two hustling cities. Continuing westward the party will stop at Medora, North Dakota, where tribute will be paid to the late President Roosevelt. A feature of this occasion will be the presenting to each member of the party a portrait of the ex-President. Continuing on, Yellowstone and Glacier National Parks will be visited, also a tour of the Treasure State made. Some twenty towns in Montana will be visited and these are all busy with various plans for the entertainment of the newspaper people. Wolf Point, for instance, contemplates a wild west show, with real cow-punchers and Indians. At Missoula a pageant il-

Picturesque Beauty of Montana, the Yellowstone Trail and the Great Northwest to be Visited by National Editorial Association.

lustrative of the west is in contemplation, also a visit to the wonderful Bitter Root Valley where the Hamilton Commercial Club has alread made arrangements for a trout dinner and a visit to the summit of Big Hole Hill. It is to be the biggest day ever held in the valley and the business houses all expect to close and take a hand in showing the visitors a genuine good time.

In Yellowstone Park arrangements are being made for a celebration of the semi-centennial of the opening of the Park, and the Secretary of the Interior at Washington is making special plans for the entertainment of his guests. In Glacier Park the party will be greeted by a delegation of Blackfoot Indians and given the time of their lives. Martin Hutchens, publisher of the Daily Missoulian, states that a sham battle is being discussed as a feature of one of the afternoon entertainments, also a boxing match with real stars like Mike Gibbons and Johnny Dundee.

The convention sessions will be held in the Elks Temple, without doubt one of the most beautiful buildings owned by the Elks in this country. It is expected that President Harding, who is a member of the Association, will be with the party and address the convention at Missoula; also Hon. C. F. Kelly of New York City, President of the Anaconda & Copper Mining Co., said to be one of the finest speakers who ever mounted a rostrum.

The railroad companies have kindly offered to furnish a baggage coach in which will be established a complete printing office for the publication of a daily paper on the train. The Mergenthaler people will furnish a linotype and the Miehle Printing Press Co. of Chicago the press. This publication is to be in reality a souvenir affair and will be mailed to all the daily papers in the United States each day that they may be kept in constant touch with the newspaper party.

As an indication of the wide spread interest in the meeting, Secretary Caswell of the Iowa Press Association writes that they expect to have two carloads of visitors; Texas is naming 25 delegates, and at no time in recent years has there been so much interest evidenced in advance. Five reservations are already made from the state of Florida, among them being past president and Mrs. Junkin of Miami, past president Hosmer of Bradentown, and Col. and Mrs. Stoneman of Miami.

The towns to be visited, according to the itinerary are St. Paul and Minneapolis, Minn.; Medora, N. D.; Miles City, Billings, Cody, Boxeman, Helena, Butte, Missoula, Polson, Somers, Kalispell, Lewistown, Great Falls, Havre, Chinook, Malta, Glasgow and Wolf Point, Montana. In view of the distance traveled, the trip through the nation's two most wonderful parks, and all the entertainment provided, it is to be one of the most economic trips that has been offered in recent years. Complete itinerary and other information will go forward to the publishers in a booklet to be sent out immediately by the Executive Secretary.

Ohio Journalists' Code of Ethics

A suggested code of ethics prepared by the class in newspaper ethics and principles in the department of journalsm of Ohio State university, Columbus, has been published in the Ohio newspaper of that university. The Ohio newspaper invites criticisms and suggestions from newspapermen of the state. The code follows:

PREAMBLE: With the growth of the newspaper into an influential institution the profession of journalism has become one of widespread opportunities and duties. The press exists by the sanction of the public. If it is to prove its right to such sanction and hence to existence, it must adhere to high standards of conduct, for only by such a course can it carry out its obligation to the public which supports it. The standards which must govern journalism are fundamentally those of accuracy and fairness, but as the definition and application of these principles are desirable it is the purpose of this code to set down certain canons with the understanding that they do not cover the whole field.

PUBLIC SERVICE: A newspaper should have as its constant purpose the rendering of public service in the way of political, social, and economic improvement and in the dissemination of facts and editorial comment that will lead to the awakening of public conscience and public realization of duty and partriotism. It should be fearless in the stand it takes for good. It should foster all movements toward these desirable goals and should wage unrestricted warfare against movements that would result disastrously for the community, nation, or mankind.

TRUTH: The newspaper must preserve accuracy and fairness in news and editorial. Fidelity to the truth is of the first importance. Ethical journalism cannot excuse preventable error, nor countenance dishonesty in its own methods.

IMPARTIALITY: If a straight news-story has more than one side, all should be printed in the same issue. It is not fair to print one version in one issue and another in the following, as there is no assurance that each reader will see every edition.

JUSTICE: Every injustice done by the newspaper should be corrected at the earliest possible moment, conspicuously and ungrudgingly. This is not merely to avoid a threatened lawsuit but to insure justice and fairness to all.

MALICE: The newspaper must not show malice, for by doing so it displays unfairness and cowardice—unfairness to the readers who may not perceive the motives, cowardice because the object of its malice has not an equal opportunity for reply.

DISTORTION: News should not be distorted nor colored. The facts should be obtained and incorporated into a straightforward, unbaised story. The news columns are for facts and the editorial columns are for argument, opinion, and comment.

TRIVIALITY: Triviality in news and editorial should be avoided. The practice of unduly emphasizing trifling subjects distorts true values and turns the attention from the significant events of community, nation, and world.

VENALITY: Any form of bribery to bring about the suppression or to influence the presentation of news or editorials is forbidden. This means the acceptance of money or its equivalent in business, political, or social favors.

INVASION OF PRIVACY: Privacy must not be wantonly invaded. Although it is necessary for the good of the community that evil be exposed, the newspaper must never subject innocent persons to disgrace, ridicule, or contempt by unwarranted publicity.

KEEPING CONFIDENCES: Journalists should keep sacred all information given to them in confidence. Such information should not be published nor used without the consent of the informant, but care should be exercised not to accept confidence that will embarrass the writer or the newspaper.

ADVERTISING AND CIRCULATION: All advertising should be honest, genuine, and clean. The newspaper should exercise the right to revise or reject copy that may be inimical to the moral and commercial interests of the community. Circulation statements should be truthful and accessible to all interested persons.

Matthews Busy in Bremerton

The two afternoon daily newspapers at Bremerton, Wash., the home of the Puget Sound navy yard recently consolidated. The Bremerton Daily News Searchlight is the new name, the Consolidated Publishing Company is the owning corporation. Officers are H. D. Matthews, president; W. B. Jessup, vice-president, and H. W. Fredericks, secretary. Frost, Landis and Kohn, New York, Chicago and Atlanta will be foreign advertising representatives.

The consolidated paper is the only one published at Bremerton. It serves a population of some 22,000 people immediately adjacent to the Puget Sound navy yeard, which is firmly established as the Pacific coast base for the larger vessels of the United States navy.

Bremerton is the only large sized community in Kitsap county and is the trading center for a large farm population, the county now rapidly developing as one of the choicest resident sections of the famed Puget Sound region.

The consolidated paper has a battery of four linotypes and a generally complete modern equipment. The merger has found favor among local business interests, who thoroughly appreciate the advantages offered by the combined circulations and promise solid support.

H. D. Matthews, president of the Consolidated company, is a trained newspaper man. He has been signally successful in newspaper work in the Puget Sound territory. He is a keen student of modern newspaper conduct and an able writer. Besides his newspaper activities Mr. Matthews is vice-president of the Washington Press Association.

Fresno Gets New Newspaper

The Fresno (Cal.) Bee will appear, as a new afternoon newspaper in Fresno as soon as a three-story building can be constructed. Its publishers will be V. S. and C. K. McClatchy, who, under the firm name of James McClatchy & Co., also publish the Sacarmento *Bee*. The Fresno *Bee* will take the United Press and leased wire report.

In general, the new papers will follow along about the same lines that have made a notable success of its Sacramento namesake.

ASSOCIATION ACTIVITIES

Schedule of Association Meetings

MAY

May 15.—Meeting of the Eleventh District Press Association at Douglas, Ga.

May 16-17.—May meeting of the Inland Daily Press Association at Hotel LaSalle, Chicago.

May 16-18.—Annual meeting of the Mississippi Press Association; 16th and 17th at Columbus, and 18th at Agricultural College, Starkville.

May 22-27.—Thirteenth annual journalism week at the school of journalism of the University of Missouri, Columbia, Mo.

JUNE

June 2-8.—Annual business meeting of the Utah Press Association at Salt Lake City.

June 8-9.—Jubilee convention of the Arkansas Press Association, commemorating its fiftieth anniversary, at Little Rock.

June 21-23.—Meeting of the South Carolina Press Association at Myrtle Beach.

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Missouri Press Association

For the first time in its history the Missouri Press Association has issued an official organ, which is known as "The Missouri Publisher." The organ, a miniature newspaper was recently published at Maryville, the home of President J. F. Hull, who is editor of the Maryville Tribune. The first issue was taken up almost entirely with a discussion of plans for the thirteenth annual Journalism Week of the School of Journalism of the University of Missouri, which will be held here from May 22 to May 27. It also told of the annual meeting of the association, which will be held in Columbia the last three days of Journalism Week.

A number of speakers, many of them of national reputation, have been obtained to speak during the week. Some of the leading speakers are Herbert Quick, author of "Vandemark's Folly" and writer for the Saturday Evening Post and other magazines, Harry Hansen, literary editor of the Chicago Daily News; Mrs. Lois K. Mayes, publisher of the Pensacola (Fla.) Journal and president of the Florida Press Association; Charles G. Ross, chief Washington correspondent of the St. Louis Post-Dispatch and former professor in the School of Journalism here; James Wright Brown, editor of Editor and Publisher; Marlen E. Pew, general manager of the International News Service, who was press representative of the Secretary of War at Washington during the World War; W. W. Ball, editor of the Columbia (S. C.) State; Rome G. Brown, general counsel of the Minneapolis Tribune, and G. B. Dealey, general manager and president of the Galveston News and Dallas News.

Members of the Missouri Writers' Guild will have charge of the first day's meeting. Advertising Day will be Tuesday, the second day, and the remaining three days will be under the auspices of the Missouri Press Association. A banquet Friday night, May 27, will be the closing event on the program.

Oklahoma Press Association

The Oklahoma Press association met in its thirty-first annual session at Ponca City, May 12, 13 and 14. For some weeks prior to the meeting Secretary E. S. Bronson was busy preparing the final details for the big, busy program. Friday, May 12, was given over to getting started. The Ponca High School Girls' Glee club regaled the opening session with some choice selections. Luncheon was served at the Methodist church.

At 1:30 S. E. Tracy of the Southwestern Advertising agency discussed "Advertising Discounts." The basis of his theme was the recent disposition on the part of publishers to allow only the usual 15 per cent discount to accredited advertising agencies. In his opinion, direct advertisers are in no way entitled to this discount.

Dean Walter Williams of the Missouri School of Journalism, in his usual intimitable style, ably "put over" the "Seven Lamps of Journalism." As usual, Dean Williams was impressive and his talk was well received.

Later in the day an automobile ride was enjoyed over Ponca City and surroundings.

Saturday, May 13, was the real "busyness" session. Group presidents made reports on "What the Group Associations Have Accomplished." "Small Town Advertising" was the theme of a splendid address by W. E. Showen of Maysville. W. F. Allen of Vinita talked interestingly on "Keeping Country Correspondents on the Job." A luncheon at noon, reception for visiting ladies, trip through the oil fields and a windup with a banquet in the evening rounded out a very profitable and interesting session.

The delegates were importuned to remain over Sunday. They were taken as guests of Miller Brothers of the 101 Ranch and enjoyed a number of innovations over this broad expanse of grazing land.

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The Fourth Estate

I cover people's rise and fall;
Engagements marital and martial;
Of great men doing something small,
Or DEEDS of small men—I'm not partial.
I file the old to test the new.
I like the odd or startling story,
I must have int'rest and be true—
Red-blooded yet not "Red" or gory.
"'Though Time and Tide await no man,"
The Trend of Times oft' finds me waiting,
For I must think ahead and plan
To be reliable in stating:
To mould opinion while it's hot;
And urge men to be up and doing;
To be the first upon the spot;
To tell the world what *now* is brewing.
I typify the human race;
I'm white and black and sometimes yellow.
Don't judge me by that jaundiced trace,
For mostly I'm a healthy fellow.
I squeeze the essence from the mess—
The Wine of Life for public drinking.
I am the Daily, HOURLY Press.
I think but don't do *all* the thinking.

—CHARLES IRVING CORWIN.

Iowa Press Association Managing Director Busy

G. L. Caswell, managing director of the Iowa Press Association, has been in great demand the past few weeks by press associations in the middle west. The "Iowa Plan" has acquired a reputation beyond the confines of the Hawkeye state. Demands made upon Mr. Caswell by various state associations seeking to assist its members have been very great.

April 14, Mr. Caswell appeared before the Michigan Press Association at Lansing. Publishers of Michigan plied the publisher with inumerable questions regarding the Iowa plan. After elucidating upon the merits of the plan the Michigan Association voted to start the movement to secure a field man or state director. They also voted to pay those in twice the amount heretofore expended as a guarantee fee. It looks as though the Michigan publishers are thoroughly sold on the idea and that the Iowa plan will develop in Michigan as it has developed in Nebraska, which state Mr. Caswell organized some five years ago. The plan is also in workable shape in Colorado and Missouri, and these states are going along splendidly with the new idea of effective organization.

Mr. Caswell spoke at the Kansas Press Association at Lawrence, May 5th. He will also speak before the Missouri Press Association, May 25th. His appearance before these two associations is his second visit, and it goes without saying they like the brand of enthusiasm Mr. Caswell knows so well how to engender.

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Western New York Publishers

Western New York publishers gathered at Rochester April 15 for the annual meeting. Levi S. Cass castigated the New York legislature for enacting laws detrimental to publishers, aiming his address chiefly at the pernicious practice of some of the state departments of printing its reports in pamphlet form instead of publishing these reports in the newspapers. He suggested the legislative committee of the association study the problem and report at the next meeting ways and means for correcting some of the legislative evils.

Allyn T. Gilbert of the Newark Courier talked on "Printing," incorporating in his address an appeal to newspaper men to get behind a standard cost-finding system, adopt it and adhere to it. Though deserting the building trade for the printing industry only four years ago, Mr. Gilbert showed by his knowledge of printing that he has been immensely busy these four years, and knew more about the art than many who have spent a lifetime in it.

Price reduction of advertising was discussed. Government publicity also came in for its roundelay. Withal it was an interesting and profitable meeting.

Officers were re-elected as follows: President, E. M. Perkins, Le Roy; vice-president, T. H. Alvord, Livonia; secretary treasurer, C. Read Clarke, Perry; also that the following members form the legislative committee: Allyn T. Gilbert, Newark; Howard Tellier, Naples; Harland Cooper, Charlotte; T. P. Hause, Interlaken.

Alabama Press Association

C. E. Johnson, of the Montgomery Journal, and chairman of the program committee of Alabama Press association, rounded out a splendid program for the Alabama Press at its meeting in Montgomery, May 10 and 11. The morning session of the first day was devoted to discussions of newspaper work and an educational address by Dr. P. P. Claxton of the University of Alabama.

The day's chief addresses were most interesting. Harry M. Ayres of Anniston patriotically discussed "The American Legion, a Peace-Time Asset." W. F. Black of the Chamber of Commerce talked on "The Business Men's Body and the Newspaper." E. W. Barrett brought home the spirit of friendliness in discussing "Co-operation Between the Daily and Weekly Press of the State." F. H. Miller defined the relation of reader to advertiser.

The second day was crowded with splendid addresses, chief of which were "The Agricultural Importance of Alabama and the Newspapers' Relation Thereto," by F. W. Gist; "Handling News for the Small Daily," by M. E. Henderson; round-table talks by a number of editors.

Automobile rides, luncheons, a lawn party, a trip to the nearby city of Auburn, rounded out a splendid meeting.

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Colorado Editorial Association

Indicative of what a city with spirit and energy can do, and not to be dismayed by catastrophes, Pueblo has undertaken to entertain the summer meeting of the Colorado Editorial association, July 21 and 22. The disastrous flood of this winter struck a cruel blow at this flourishing city, and all but scored a knockout. But western spirit and enterprise only rubbed its eyes, took the bit in its teeth and said, "Let's go." They're all ready—the flood results have been repaired and beautiful Pueblo has emerged with a new vim that presages continued progress.

Patrick Byrnes, publisher of the Pueblo Indicator, is responsible for the invitation which was tendered by the Chamber of Commerce. Mr. Byrnes is to be behind the entertainment features on the program, which in itself guarantees the quality of the program. All the papers in Pueblo, dailies as well as weeklies, have joined hands for this occasion, and the officers of the association look for a splendid meeting and a big time.

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Southern California Associated Dailies

April 17 the Southern California Associated Dailies, comprising a membership of fifty daily papers, met in Los Angeles. Heretofore the meetings have been held semi-annually, but at the April session it was voted to hold them quarterly in future.

The association went on record decisively favoring paying commissions to advertising agencies only. No commissions to direct advertisers.

President Crombie Allen was pleased immeasurably over the decision to have meetings quarterly in future, because, as he remarked, so much of good has been accomplished, and the meetings have been so profitable.

The Associated Dailies are all in flourishing condition. All of them are doing well, and the association is one of the best in the west coast country.

Minnesota Press

A feature of the activities of the Minnesota Press association which has developed only recently is the short course for newspaper workers. This was conducted at the school of agriculture of the University of Minnesota, May 4 to 6. Editors and writers from all over Minnesota gathered to discuss new things in newspaper editing and administration, in the annual short course.

A number of experts in their line in newspaper making and the printing industry were in charge of the course. They included W. J. Keyes of the Kelvin Technical high school, Winnipeg; C. W. Kellogg, production engineer of the western office of the American Type Founders Company, Chicago; C. A. Baumgart of Successful Farming, Des Moines; C. A. Prosser, director of Dunwoody Institute; Edward Barr, formerly of the Farmer, St. Paul; W. A. Frisbie, editor of the Minneapolis Daily News; Professor N. T. Dowling, of the university law school, and Benjamin Wood, advertising manager of Montgomery Ward & Co., St. Paul.

Discussions of country correspondence, feature articles, what people want in a newspaper, efficient management and arrangement of country print-shops and the development of good advertisers among local merchants were some of the features interestingly covered.

W. P. Kirkwood, director of farm school publications and Dr. A. V. Storm, director of short courses, were in charge of the course.

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Michigan Press Association

The Michigan Press Asociation, composed of the editors and publishers of Michigan weekly newspapers, was formed last week at the Michigan Agricultural College, Lansing, by 75 rural newspapermen. The association will retain affiliation with the Michigan Typothetae Federation, with which most of the publishers are already identified. Action was taken to hire a permanent field secretary. Officers were chosen as follows: F. D. Kiester, Ionia County News. president; G. W. Feighner, Nashville News, vice-president; S. R. Wilson, Saline Observer, secretary-treasurer.

Officers of the new asosciation are: Fred D. Keister, Ionia County News, president; L. W. Feighner, Nashville News, vice-president; Sim. R. Wilson, Saline Observer, secretary-treasurer.

Meetings in February and August of each year, the former at East Lansing and the latter at a place to be set each year, are provided for in the constitution and by-laws adopted.

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Southern Newspaper Publishers Association

Walter C. Johnson, secretary of the Southern Newspaper Publishers Association, has announced that the program for the 1922 meeting is now being prepared by a special committee of which E. Munsey Slack, general manager of the Johnson City (Tenn.) Chronicle, is chairman. Several members of the association have been at the hearing held in Atlanta, Ga., on the re-classification of rates on ink in carload lots. Similar hearings will be held during April in Chicago and New York. Southern publishers are also complaining of newsprint freight rates to the South and it is expected that a reduction in this rate will be asked for by the S. N. P. A.

Eighth District Kansas Press

Because of bad weather, the attendance at the spring meet of the Eighth District Kansas Press association, at Wichita, early in April, was small. The program, nevertheless, was interesting and instructive.

At a dinner in the evening Mack P. Cretcher, for many years publisher of the Sedgwick Pantagraph, but who for the past eight years has held the position of assistant director of agriculture in the Philippines, gave a very interesting talk on "Life in the Philippines." A round-table discussion on "Ethics of the Newspaper Profession," conducted by Mr. Albright, proved very interesting.

Officers reelected were: Jess L. Napier, Kansan-Republican, Newton; vice-president, W. K. Leatherock, Gazette, Augusta; secretary-treasurer, Earl Leedy, Pantagraph, Sedgwick.

*

Virginia Press Association

Staunton was selected as the place for the summer meeting of the Virginia Press association. The dates have been set for July 20, 21 and 22.

A feature of the meeting will be a "See-the-Valley" tour. Attendants at the meeting will take automobiles for a trip to Harrisonburg and Winchester, the famous Virginia valley country.

At a meeting of the executive committee, held at Richmond during April, E. G. Swem, Historian at the college of William and Mary, discussed plans for a tablet to be erected in memory of William Parks, the first printer in Virginia.

The Virginia Press association is in a flourishing condition. Much interest is being manifested in association matters, and the industry generally is prospering.

*

Vermont Press Association

The Vermont Press Association has offered a $100 scholarship at the University of Vermont for the best work in a Vermont preparatory school paper in the state during the year. Howard L. Hindley, Rutland Herald, John T. Cushing, St. Albens Messenger, and Otto R. Bennet, Manchester Journal, are to be judges.

*

Clay Pipe Lasts Printer 42 Years

Henry Heath, veteran printer of Ellenville, N. Y., smoked one clay pipe for 42 years each day while at work until it fell on the floor and was shattered. The pipe was purchased by Heath following the discovery by his father that he was smoking cigarets.

*

Arkansas Press Association

Busy times marked the meeting of the program committee of the Arkansas Press association, which met at Little Rock in April to prepare the program for the semi-centennial of the founding of the association. As finally arranged, the program provides for the following:

Wednesday, June 7th, 2 to 4 p. m., business and election of officers.

Thursday, 10 to 12 a. m., business; 2 to 5 p. m., jubilee banquet; 7 p. m., dinner.

Friday, scribes will journey to Judsonia and Searcy, Ark., to view the strawberry fields and to visit the new hydro-electric dam being erected near Judsonia.

Saturday, the editors will go to Bauxite and go through the bauxite mines located there, winding up their trip at Hot Springs National Park.

Illinois Press Association

What is said to be the largest in point of attendance, was the meeting, April 27, 28 and 29, of the Illinois Press association, in Chicago. Judging by the interest manifest, and the character of the program, the session was extremely profitable to those attending.

The printers supplymen's club of Chicago were hosts at luncheon on Tuesday, the opening day. Tables were spread in convention hall. This may be said to be a valuable feature of convention sessions. It keeps the delegates together, and cements a closer interest.

A moving picture showing scenes at the University of Illinois, coupled with a little playlet, of dad and mother visiting sonny and lassie and depicting some of the charms and things of interest at this great seat of learning, was shown.

Addresses were of a high order, covering every phase of newspaper making, as well as business matters pertaining to their conduct.

Some members of press associations have in recent years voiced their disapproval of what may be termed "propaganda" addresses. They contend, and rightly so, that they leave their places of business to attend convention meetings for the purpose of gaining knowledge. They refuse (the good ones) to accept advertising under the guise of news run as free publicity. Why, then, should they be compelled to listen to speakers "propagandaing?" They shouldn't. Chairman Herbert, at the Tuesday meeting, stopped one speaker because of such publicity activity.

Those attending the convention, who cared to do so, were taken for a visit to the largest cement plant in the world, Buffington, Indiana. Each was provided with proper clothing, and attired in "slickers" the party "did" the cement works. They now have a clearer conception of adamantness.

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Washington State Press Association

A unique feature in organization work, and one that has been resultant of much good, is the plan under which the Washington Press association operates. The state is divided into groups, there being six all told. Each embraces a certain number of counties, and each group is officered by a regional chairman. The groups meet at stated periods and take up matters of importance to their sections, keeping in mind always harmonious relations with the state body.

The Washington State Press association has the best reputation of similar organizations. From various sources comes information that Washington newspapers are ahead of the average. These conditions are due to activity of individual publishers, who in turn constitute the association through their groups.

After several years of consistent endeavor, publishers of Washington are reaping the benefit of organization.

*

Honolulu Press Club

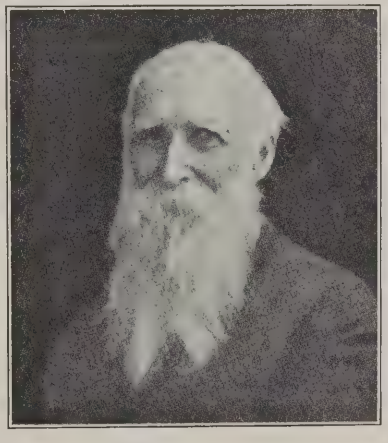
Mrs. John T. Warren was re-elected president of the Honolulu Press club, at its April meeting. Other elections were: Honorary president, Gov. Wallace R. Farrington; first vice-president, John F. Stone; second vice-president, Miss Mary Lawrence; recording secretary, J. O. Warner; corresponding secretary, Mrs. Gene Silk; treasurer, Rolla K. Thomas; historian and librarian, Mrs. Adna G. Clarke. David Heenan was chosen director-at-large.

Members of the Illinois Press Association at the Plant of Universal Portland Cement Co.

Active at 81, and Going Strong

A four-year printing apprenticeship in Washington, Pa., working 12 hours a day for board and clothes, served, in a large part, to make J. H. Wolf, 81, what he is today—the oldest active newspaper man in Iowa.

His enlistment in the Army of the Potomac and his continual handling of the gun when he was with Sherman in his march to the sea and back through Carolina failed to wear the ink off his fingers. On the contrary they only itched for more. So, after marrying the girl he left behind him, he hied to the golden west, to see what he could see in the line of a newspaper.



He farmed for 11 years in O'Brien county, Iowa. In 1883 he purchased the Sanborn *Pioneer* and in 1895 he bought the O'Brien County Bell at Primghar. He has edited and published the latter paper since he took it over. He says he has all the business and money he wants or needs and so is contented.

Mr. Wolf ascribes his unusually good health to his propensity for keeping busy. From early childhood he has been busy—always active—and always happiest when he was busiest. Anyone entering his office at Primghar will be sure to see Mr. Wolf at the case, or at the stone. He's never so contented as when he is printing.

*

A Question of Punctuation

Charles Alma Byers, the magazine writer, who himself acknowledges that he was once the editor of a country newspaper in a small Missouri town, tells the following:

"You can do some wonderful things with a few little punctuation marks. Here, for instance, is an illustration: The editor of a country weekly in a small town in Kansas, near the Missouri line, published in one of his issues the story of a little girl who asked her mother for paper and pencil with which to write a letter to God. The girl's letter was brief. It read: 'Good-by, God; we're going back to Missouri.'

"The editor of another weekly, in a town just across the border in Missouri, reprinted the story, but with the statement that, while the wording of the girl's letter had perhaps been quoted correctly, there evidently had been a mistake made, intentionally or otherwise, in the punctuating. 'This,' he said, 'is what the girl intended: "Good! By God, we're going back to Missouri!"'"

—From Los Angeles Times.

*

Society of Editors Organize

The American Society of Newspaper Editors was organized April 25, in New York, "to promote acquaintance among its members, to develop a stronger professional esprit de corps, to maintain the dignity and rights of the profession, to consider and perhaps establish ethical standards of professional conduct and management, to interchange ideas for the advancement of professional ideas and for the more effective application of professional labors, and to work collectively for the solution of common problems." It is intended to restrict the membership to directing editors in cities of more than 100,000 population. A constitution was adopted and a board of directors elected as follows:

E. C. Hopwood, Cleveland Plain Dealer; E. S. Beck, Chicago Tribune; George C. Miller, Detroit News; Frank Cobb, New York World; H. R. Galt, St. Paul Pioneer Press; Joseph Garrettson, Cincinnati Times-Star;Carr Van Anda, New York Times; Casper S. Yost, St. Louis Globe Democrat; Joseph Spurgeon, Philadelphia Public Ledger; Edgar B. Piper, Portland Oregonian; Arthur Krock, Louisville Times Journal.

*

New Officers of Associated Press

The board of directors of the Associated Press has re-elected officers and executive committee members as follows:

President, Frank B. Noyes, Washington Star; first vice president, Herbert F. Gunnison, Brooklyn Eagle; second vice-president, Stuart H. Perry, Adrian, Mich., Telegram; secretary and counsellor, Mellville E. Stone; assistant secretary and general manager, Frederick Roy Martin; treasurer, J. R. Youatt. Executive committee: Charles Hopkins Clark, Hartford Courant; Charles A. Rook, Pittsburgh Despatch; W. L. McLean, Philadelphia Bulletin; Frank B. Noyes, Washington Star; Adolph S. Ochs, New York Times; J. R. Rathom, Providence Journal, and Victor F. Lawson, Chicago Daily News.

ASSOCIATION DIRECTORY

Field Secretary, National Editorial Association, H. C. HOTALING, Exchange Bank Bldg., St. Paul, Minn.

As changes are made, and new officers elected, Secretaries will aid the cause of organized Association effort by sending the information to the NATIONAL PRINTER-JOURNALIST, the official organ of the National Editorial Association.

National Editorial Association:
President, Edward E. Brodie of the Oregon City (Ore.) Enterprise; vice-president, John C. Brimblecom, Newton (Mass.) Graphic; secretary, George Schlosser, Wessington Springs (S. D.) Republican; treasurer W. W. Aiken of Franklin, Ind.; field secretary, H. C. Hotaling, Exchange Bank Building, St. Paul, Minn.; members of the executive committee, Will Wilkie, 743 Plymouth Bldg., Minneapolis, Minn., Wallace Odell, Tarreytown, N. Y., Frank N. Henderson, Little Rock, Ark.; members of the executive committee (elected for year): Paul T. Harber, Commerce, Ga., and Gregory W. Marble, Fort Scott, Kan.

Inland Daily Press Association:
President, Frank H. Burgess, Daily Tribune, La Crosse, Wis.; vice-presidents: Arkansas, Geo. H. Adams, Pine Bluff; Illinois, Mrs. M. S. Shaw, Dixon; Indiana, J. A. Kautz, Kokomo; Iowa, F. W. Woodward, Dubuque; Kansas, Charles F. Scott, Iola; Kentucky, Urey Woodson, Owensboro; Michigan, A. R. Treanor, Saginaw; Minnesota, E. P. Stewart, Minneapolis; Missouri, James Todd, Maryville; Nebraska, J. H. Sweet, Nebraska City; North Dakota, N. B. Black, Fargo; Ohio, F. E. Alford, Sandusky; Ontario, Canada, Major Henry Burgoyne; Pennsylvania, J. F. Steinman, Lancaster; Saskatchewan, Canada, C. E. Elvin, Saskatoon; South Dakota, J. H. McKeever, Aberdeen; Wisconsin, Emory A. Odell, Monroe; secretary-treasurer, Wil V. Tufford, Clinton, Iowa.

Associated Press:
President, Frank B. Noyes, Washington Star; first vice-president, Herbert F. Gunnison, Brooklyn (N. Y.), Daily Eagle; second vice-president, Stuart H. Perry, Adrian (Mich.), Telegram and Times; Coun. and secretary, Melville E. Stone, New York.

ALABAMA

Alabama Press Association:
President, W. T. Hall, Dothan; first vice-president, William T. Sheehan, Montgomery; second vice-president, F. G. Stephens, Oneonta; third vice-president, W. H. Jordan, Alexander City; secretary-treasurer, Webb Stanley, Greenville; assistant secretary-treasurer, Fowler Duggar, Andalusia; historian, J. H. Hard, Birmingham; poetess, Miss Fannie Golson, Wetumpka; orator, James S. Benson, Scottsboro.

ARKANSAS

Arkansas Press Association:
President, J. C. Jolly, Eagle-Democrat, Warren; first vice-president, R. O. Schaefer, Little Rock; second vice-president, Frank Robins, Conway; third vice-president, V. W. St. John, Mena; corresponding secretary, Clio Harper, Little Rock; financial secretary, E. A. Fowler, Benton; recording secretary, J. A. Thomas, Stamps; orator, J. A. Livingston, Russellville; chaplain, J. L. Wadley, Texarkana; poet, Mrs. Ruby Livingston, Russellville; historian, J. J. Baugh, Searcy.

CALIFORNIA

California Press Association:
President, Friend W. Richardson, Gazette, Berkley; secretary, Oran A. King, Amador Ledger, Jackson; vice-president, Justus F. Craemer, News, Orange; treasurer, R. W. Walker, Times, Vallejo.

Northern California Editorial Association:
George C. Mansfield, Oroville daily register, President; A. W. Gluckman, Marysville Democrat, vice-president; John S. Chambers, Sacramento, secretary; Alden Anderson, Sacramento, treasurer.

Southern California Editorial Association:
John E. King, Hemet News, president; J. L. Matthews, Covina Argus, first vice-president; F. M. Keffer, Van Nuys, Mrs. Lois Allen, Canon City, president; L. I. Griffin, Ordway New Era, vice-president; Geo. T. Hanbrich, Weld Co. News, Greeley, secretary-treasurer.

Sacramento and Sierra Counties, California, Editorial Association:
President, W. F. Mixon, Mail, Woodland; vice-president, L. H. Woodward, Sutter County Farmer, Yuba City; secretary, State Cont. John Chambers; treasurer, Alden Anderson, Sacramento; George C. Mansfield, Oroville Register, orator.

COLORADO

Colorado Editorial Association:
President, Edwin A. Benuis, Independent, Littleton; vice-president, A. W. Barnes, Reporter, Loveland; secretary-treasurer, Geo. T. Hanbrich, News, Greeley.

CONNECTICUT

Daily Newspaper Publishers' Association of Connecticut:
President, J. M. Emerson, Ansonia; vice-president, E. J. Thomas, Norwalk; secretary, W. J. Pape, Waterbury; treasurer, W. A. Hendrich, New Haven.

Connecticut Editorial Association:
President O. S. Freeman, News, Watertown; secretary-treasurer, L. D. Rowand, Sentinel, Derby; vice-presidents: Hartford County, Robert Russell, New Britain Herald; New Haven County, William J. Pape, Waterbury Republican; New London County, George H. Grout, New London Day; Middlesex County, George P. Lecrenier, Connecticut Valley Advertiser, Moodus; Fairfield County, Miss Shirley Putnam, Greenwich Press; Windham County, Arthur W. Eddy, Danielson Transcript; Tolland County, Walter Stemmons, Agricultural College Publications, Storrs; Litchfield County, A. S. Worley, New Milford Times; Historian, Everett G. Hill, New Haven Register; auditor, John E. Hersam, New Canaan Advertiser.

DELAWARE

Del-Mar-Via Press Association:
President, S. E. Shannahan, Star-Democrat, Easton; vice-president, Geo. Carter, Evening Journal, Wilmington, Del.; secretary-treasurer, Wm. F. Metten, Every Evening, Wilmington.

FLORIDA

Florida Press Association:
President, Mrs. Lois K. Mayes, Journal, Pensacola; first vice-president Jack Worthington, Highlander, Lake Wales; second vice-president, Col. W. F. Stovall, Tribune, Tampa; treasurer, Miss Ruby Edna Pierce, News, Palm Beach; secretary, W. M. Haynes, Sanford.

Southern Newspaper Publishers' Association:
President, W. A. Elliott, Jacksonville Times-Union; second vice-president, Chas. I. Stewart, Lexington Herald; second vice-president, Arthur G. Newmyer, New Orleans-Item; secretary-treasurer, W. C. Johnson, Chattanooga News.

Florida Associated Dailies:
President, Maj. Quimby Melton, Florida Metropolis, Jacksonville; vice-president, Ed. L. Taylor, Herald, Miami; secretary treasurer, Clayton C. Codrington, News, DeLand; directors, W. M. Pepper, Sun, Gainesville; Maj. Lew B. Brown, Independent, St. Petersburg; R. B. Brossier, Reporter-Star, Orlando; Harry Brown, Telegram, Lakeland, and T. E. Fitzgerald, News, Daytona.

GEORGIA

Georgia Press Association:
President. Wm. G. Sutlive, Savannah Press, Savannah; first vice-president, C. D. Rountree, Wrightsville Headlight, Wrightsville; second vice-president, Ernest Camp, Walton Tribune, Monroe; third vice-president, Miss Emily Woodward, Vienna News, Vienna; corresponding secretary, H. M. Stanley, Georgia Publisher, Atlanta; recording secretary, C. E. Benns, Butler Herald, Butler; treasurer, J. J. Howell, Cuthbert Liberal, Cuthbert.

Georgia Press Association:
Geo. M. Goolsby, president, Wauchula Advocate; Gilbert Leach, vice-president, Leesburgh Commercial; Walter Haynes, secretary, Sanford Herald; Mrs. C. V. S. Wilson, treasurer, Sarasota Times.

Georgia 11th District Association:
President, Mrs. W. H. Robinson, Herald, Folkston; vice-president, Flem C. Dame, Homerville; secretary-treasurer, L. H. Jenkins, Alma.

South Georgia Dailies:
John A. Davis, Albany Herald, president; Lovelace Eve, Americus Times-Recorder, secretary.

IDAHO

Idaho Republican Press Association:
President, W. L. Roe, Citizen, Preston; vice-president, L. B. Jenness, Weiser American; secretary, Guy Flenner, Boise; treasurer, H. Jenness, Nampa.

Eastern Idaho Press Club:
Chas. C. Sumner, Pocatello, president; M. B. Yeaman, Idaho Falls, first vice-president; W. L. Roe, Preston, second vice-president; J. F. Whitney, Mc Cammon, third vice-president; J. H. DeWitt, Rupert, secretary-treasurer; J. W. Jones, Rigby, honorary vice-president.

ILLINOIS

Central Illinois Press Association:
President, Fred Tipton, Girard; secretary-treasurer, I. S. Dunn.

Illinois Press Association:
President, Benjamin S. Herbert, Ravenswood Citizen, Ravenswood, Chicago; first vice-president, Fred M. Rolens, Independent, Murphysboro; second vice-president, C. R. Denson, News Dispatch, Minonk; secretary, H. L. Williamson, Illinois Publisher, Springfield; treasurer, W. J. Smith, Sun, Waukegan.

Tazewell Co. (Ill.) Publishers' Association:
President, Jacob Schmidt, Pekin Free Press; vice-president, H. D. Lewis, Deer Creek Progress; secretary-treasurer, A. R. Johnson, Morton News.

Military Tract Press Association of Illinois:
President, J. E. Dertinger, Bushnell Record; vice-president, John Bayless, Colchester Independent; secretary, Van. L. Hampton, Macomb.

Eastern Illinois Publishers' Association:
President, Fred Potter, Marshall Herald, Marshall, Ill.; vice-president, Jno. B. Healy, Arcolian, Arcola, Ill.; secretary, L. R. Osborn, News, Neoga, Ill.

Livingston County (Ill.) Press Club:
President, L. V. Pearce, Pontiac Daily Leader; vice-president, R. J. Schutz, Emington Joker; secretary-treasurer, A. S. Holbrook, Dwight Star and Herald.

Cook County, Ill., Press Club:
Frank Furstenheim, Chicago, president; C. H. Staats, Downers Grove, vice-president; Hugh Walters, Oak Leaves, Oak Park, secretary; Benj. S. Herbert, Chicago, treasurer.

Southern Illinois Republican Editorial Association:
A. T. Spivey, president, East St. Louis; Maurice J. Seed, vice-president, Mt. Vernon; John C. Fisher, treasurer, Cairo; H. L. Williamson, secretary, Springfield.

Southern Illinois Editorial Association:
President, Fred Rollins, Murphysboro; vice-president, T. J. Howarth, Carbondale.

Suburban Publishers' Association (Illinois):
R. J. Peacock, Irving Park, Chicago, president; C. F. Renich, Woodstock, vice-president; U. S. G. Blakely, Plainfield, corresponding secretary; Geo. Smith, Wheaton, recording secretary; E. A. Cogley, Maywood, treasurer.

Illinois Rural Press Association:
I. S. Dunn, Divernon, president; H. H. Mason, Pawnee, vice-president; F. B. Everhart, Auburn, secretary-treasurer.

Eastern Illinois Publishers Association:
F. A Feare, Beacon, Paris, Ill., president; Hugh Rigney, Graphic-Clarion, Arthur, Ill., vice-president; Chas. B. Miller, Review, Brocton, Ill., secretary-treasurer; Edgar County Publishers Association officers are as follows: C. R. Livingston Courier, Chrisman, Ill., president; Harry Covey, Journal, Kansas, Ill., secretary.

Hancock County (Ill) Press Association:
President, Phil Dallman. Bulletin, Warsaw; secretary-treasurer, J. D. Butler, Review, Dallas City.

Woodford County Ill., Press Association.
President, T. P. Pettigrew, Roanoke Post; vice-president, Wm. Ryan, Metamora Herald; secretary-treasurer, R. E. Patterson, Washburn Leader.

Illinois Press Association (Weekly):
President, H. H. Mason, Pawnee; vice-president, E. H. Childress, Fairfield; treasurer, Hugh S. Lilly, Windsor.

INDIANA

Northern Indiana Press Association:
Dean L. Barnhart, Rochester, president; Charles Foster, Monticello, first vice-president; Harry F. Ross, Attica, second vice-president; Morton Stults, Wabash, secretary; Harry Palmer, North Manchester, treasurer.

Indiana Democratic Editorial Association:
President, John H. Heller, Decatur; first vice-president, George W. Purcell, Vincennes; second vice-president, John F. Mitchell, Jr., Greenfield; secretary, John C. Gorman, Princeton; treasurer, Thomas McCullough, Anderson.

Indiana Republican Editorial Association:
President, J. W. Pierce, Clintonian, Clinton; vice-president, G. D. Lindsay, Marion Chronicle; secretary, W. O. Feudner, Rushville Republican; treasurer, George Elliott, Newcastle Courier.

IOWA

Iowa Press Association:
President, Ed. M. Smith, Winterset Madisonian; vice-president, Geo. C. Tucker, Webster City Freeman-Journal; recording secretary, O. E. Hull, Leon Reporter; treasurer, F. H. McCabe, Logan Observer; Board of directors: K. F. Baldridge, Bloomfield, T. W. Purcell, Hampton, E. P. Harrison, Oakland, O. S. Bailey, Waukon, John W. Carey, Rock Rapids, John F. D. Aue, Burlington. G. L. Caswell was reemployed by the executive committee as managing director of the Association for another year.

Associated Iowa Dailies:
D. M. Conroy, president, Mason City; Gardner Cowles, vice-president, Des Moines; E. P. Chase, secretary-treasurer, Atlantic.

Lyon County, Iowa, Press Association:
W. G. Smith, Rock Rapids, president; J. W. Carey, Rock Rapids, secretary.

Western Iowa Editorial Association:
W. H. Howe, Sidney Argus, president; E. A. Stevens, Woodbine Twiner, vice-president; John M. Henry, Nonpareil, secretary-treasurer.

KANSAS

Kansas Editorial Association:
President, Roy F. Bailey, Salina Journal; vice-president, Drew McLaughlin, Paola Republican; secretary, O. W. Little, Alma Enterprise; S. R. Lyons, Sterling Bulletin; treasurer, L. H. Christy, Larned Chronoscope; Executive Committee, George Hook, Sabatha Herald; Mrs. Asa Converse, Wellsville Globe; L. W. Davis, Elk City Sun; A. A. Torrence, Lebo Star; E. A. Pickerton, Glasco Sun; George H. Yust, Sylvia Sun; J. N. Napier, Newton Kansas.

KENTUCKY

Kentucky Press Association:
President, W. L. Dawson, Era, LaGrange; vice-president, G. B. Senff, Sentinel-Democrat, Mt. Sterling; secretary-treasurer, J. C. Alcock, Messenger, Danville.

LOUISIANA

Louisiana Press Association:
President, Savery M. Lewis, Ruston Leader; first vice-president, James N. Turner, Lake Providence Banner-Democrat; second vice-president, Mrs. Conrad J. Lecoq, Pointe Coupee Banner, New Roads; secretary, L. E. Bentley, Donaldsville Chief and New Orleans Press Club; treasurer, L. Lipp, West Carroll, Gazette, Oak Grove.

MAINE

New England Newspaper Alliance:
President, K. J. Colby, Telegram, Lawrence, Mass.; secretary, Martin Cassidy, Sun, Lowell, Mass.; treasurer, John A. Muchling, Union Leader, Manchester, N. H.

MASSACHUSETTS

Massachussetts Press Association:
President, I. C. Hall, Courier, Wareham; vice-presidents, E. Campbell, Item, Wakefield, J. Lee Robinson, Tribune, Cambridge, L. E. Chandler, Journal, Palmer; secretary, Carl F. Prescott, Gazette, Weymouth; auditor, J. Lee Robinson, Tribune, Cambridge; treasurer, R. S. Osterhout, News, Hudson; historian, Alex Starbuck, Free Press-Tribune, Waltham.

MARYLAND

Maryland Press Association:
President, Ridgeley T. Melvin, Evening Capital, Annapolis; vice-president, C. L. Vincent, Snow Hill Messenger, Snow Hill; second vice-president, Jas. P. Curley, The Leader, Laurel; secretary-treasurer, S. E. Shannahan, Easton Star Democrat, Easton.

MISSISSIPPI

Mississippi State Press Association:
President, W. C. Hight, Winston County Journal, Louisville; vice-president, Edgar G. Harris, Leader, Laurel; vice-president, Sumpter Gillespie, Commonwealth, Greenwood; secretary and treasurer, C. E. Cunningham, Record, Newton; chaplain, M. J. McGuire, News, Yazoo City; orator, G. G. Moreau, Echo, Bay St. Louis; essayist, Mrs. Ernest Smith, Greenville and W. S. Meriweather, Charleston; poets, W. M. Sharp, Ruleville and Mrs. C. A. Neal, Carrollton.

MISSOURI

Missouri Press Association:
President, J. Fred Hull, Tribune, Maryville; first vice-president, Marguerite Reid, Advertiser, Fayette; recording secretary, Fred M. Harrison, Missourian, Gallatin; corresponding secretary, John C. Stapel, The Mail, Rock Port; treasurer, H. R. Spencer, Telegraph, Princeton; executive secretary, J. S. Hubbard, Maryville.

Southeast Missouri Press Association:
President, O. W. Chilton, Caruthersville; vice-president, R. W. Bradshaw, Farmington; recording secretary, Don Cameron, Flat River; corresponding secretary, O. S. Ferguson, Fredericktown; treasurer, D. F. Brown, Poplar Bluff.

Missouri River Press Club:
President, E. S. Danforth, Vermillion, S. D.; vice-president, G. W. Fitch, Yankton, S. D.; secretary-treasurer, P. P. Perrin, Lake Andes, S. D.; executive committee, J. P. O'Furey, Hartington, Neb.; O. W. Dingman, Centerville, S. D.; G. G. Warner, Gregory, S. D.

Ozark Press Association:
W. A. Black, Mansfield Mirror, president; G. S. Townsend, Mountain Grove Journal, vice-president; H. S. Gosele, Houston Republican, secretary; W. H. Lylnch, Springfield Norman, treasurer.

Northwest Missouri Press Association:
C. L. Lichlin, De Kalb Co. Herald, president; John Frazier, Avalanche, Tarkio, first vice-president; J. E. Engle, Times, Grant City, second vice-president; John E. Rush, Bulletin Bernard, secretary; J. P. Tucker, Gazette, Parkville treasurer.

MICHIGAN

Lake Superior Press Association:
President, Frank J. Russell, Marquette; vice-president, W. E. Smith, Keweenaw; secretary-treasurer, Frank L. Baldwin, Escanaba.

The Michigan Typothetae Federation:
President, R. A. Moote, Jackson; vice-president, Walter L. Ford, Brooklyn; secretary-treasurer, Edwin C. Peters, Saginaw; first vice-president, Wm. Hobel, Detroit, assistants second district, D. E. Hubbell, Croswell, Geo. Barnes, Flint, W. R. Cook, Hastings, W. H. Berkey, Cassopolis, Assistant, J. P. Lambert, Bay City; third district, H. S. Babcock, Alma; assistant W. E. Blake, Scottville; fourth district, A. W. Huckle, Reed City; assistant Pat O'Brien, Iron River, fifth district.

Southern Michigan Weekley Press Association:
Wm. E. Beebe, Parma News, president; E. P. Lamont, Hanover Local, secretary-treasurer.

MINNESOTA

Northern Minnesota Editorial Association:
President, A. L. LaFreniere, Grand Rapids Independent; secretary, A. G. Rutledge, 3241 Stevens Ave., Minneapolis.

Northwest Daily Press Association:
President, Fred Schilplin, St. Cloud Times; secretary-treasurer, E. M. Lafond, Little Falls Transcript.

Chippewa County Minn., Press Association:
President, C. Berghuis, Clara City Herald; vice-president, F. E. Child, Maynard News; secretary, Ludwig J. Roe, Montevideo News; treasurer, Andrew Bromstad, Milan Standard.

Minnesota Editorial Association:
President, W. E. Verity, Wadena; first vice-president, J. P. Coughlin, Waseca; second vice-president, M. J. McGowan, Appleton; third vice-president, Rudolph Lee, Long Prairie; treasurer, H. C. Hotaling, Mapleton; secretary, John E. Casey, Jordan.

Redwood, Minn., County Press Association:
President, H. B. West. Morgan Messenger; vice-president, W. C. Starr, Redwood Sun, secretary-treasurer, Bess M. Wilson, Redwood Gazette.

Seventh District Editorial (Minn.):
President. E. E. Howard, Wheaton; vice-president, Andrew Bromstad, Milan; secretary, M. J. McGowan, Appleton; treasurer, E. W. Nobbs, Bellingham.

Wabasha Co. (Minn.) Editorial Association:
President, Hugh R. Smith, Standard, Wabasha; secretary, S. M. Quigley, Herald, Wabasha.

Minnesota Second District:
R. B. Forrest of the Lake Wilson Pilot, president; W. H. Haislet, St. James Independent, vice-president; Bess M. Wilson, Redwood Falls Gazette, secretary; F. M. Maher, Springfield Advance, treasurer.

Minnesota Seventh District:
M. J. McGowan, Appleton Press, President; Vern O. Briggs, Ortonville Journal, vice-president; R. H. McGilvra. Clarkfield Advocate, secretary; Ludwig Roe. Montevideo News, treasurer.

Northwest Daily Press Association:
President, Fred Schilplin, Times, St. Cloud, Minn.; secretary-treasurer, Ed. F. La Fond, Transcript, Little Falls.

MONTANA

Montana State Press Association:
President, P. B. Nelson, Great Falls; first vice president, G. M. Moss, Whitefish; second vice-president, J. L. Dobell, Butte; third vice-president, W. O. Ensign, Hysham; secretary, S. E. Peterson. Great Falls; treasurer, O. S. Warden, Great Falls.

NEBRASKA

Big Four Editorial Association (Neb.):
President, F. A. Scherzinger, Nelson Gazette; vice-president, Lou Frazier, Fairmont Chronicle; secretary-treasurer, Tyler Edgecombe, Geneva Signal; executive committee, E. M. Correll, Hebron Journal, Frank O. Edgecombe, Geneva Signal, A. D. Scott, Edgar Sun, J. J. Pfeiffer, Nelson Herald.

Nebraska, Broken Bow District:
President, E. R. Purcell, Chief, Broken Bow; vice-president, J. C. Naylor, Lamp Valley Queen, Callaway; secretary-terasurer, R. H. Miller, Enterprise, Anselmo.

Southeastern Nebraska Press Club:
President, W. A. Dundas, Republican, Auburn; vice-president, W. C. Norton, Standard, Humboldt; secretary-treasurer, Miss Eunice Haskins, Press, Stella.

Nebraska Press Association:
President, J. P. O'Furey, Hartington News; vice-president, J. S. Kroh, Ogallala News; recording secretary and field secretary, Ole Buck, Harvard Courier; treasurer, Frank O. Edgecombe, Geneva Signal; executive committee: Clark Perkins, Beatrice Express, Carey Nevin, Laurel Advocate, Fred Mickel, Seward Independent-Democrat, H. D. Flory, Pawnee Republican, E. R. Purcell, Broken Bow Chief, J. G. Alden, York Republican, Geo. C. Snow, Chadron Journal.

Northeast Nebraska Editorial Association:
President, Mrs. Marie O'Donnell Weekes, Norfolk; vice-president, F. H. Price, Newman Grove; secretary-treasurer, J. P. O'Furey, Hartington.

Tri-State Editorial Association (Nebraska, Iowa and South Dakota):
President, J. P. O'Furey, Hartington, Neb.; vice-president, Dean Trippler, Canova, S.D.; secretary, John W. Carey, Rock Rapids, Ia.

Republican Valley (Neb.) Press Association:
Harry Vaughan, Guide Rock Signal, president; E. L. Taylor, Trenton Republican-Leader, vice-president; W. D. Edson, Red Cloud Argus, secretary-treasurer.

Loup Valley (Neb.) Editorial Association:
President, A. F. Buechler, Grand Island Independent; vice-president, J. F. Webster, St. Paul Phonograph; secretary-treasurer, C. E. Johnson, Gibbon Reporter.

Northeastern Nebraska Editorial Association:
Mrs. Marie Weeks, president, Norfolk; A. H. Backhaus, vice-president, Pierce; E. O. Gardner, secretary-treasurer, Wayne.

Saline Co. (Neb.) Editorial Association:
E. R. Purcell, president; Geo. C. Snow, vice-president; Frank O. Edgecomb, treasurer; O. O. Buck, field secretary, recording secretary.

NEW HAMPSHIRE

New Hampshire Weekly Publishers' Association:
President. George F. Mitchel, Pittsfield; secretary, Arthur B. Rotch, Milford; treasurer, A. S. Morris, Littleton.

NEW JERSEY

New Jersey Press Association:
President, John W. Naylor, Allentown Messenger; vice-president, E. A. Bristow, Passaic Herald; secretary, John W. Clift, Summit Herald; treasurer, W. B. R. Mason, Bound Brook Chronicle.

NEW YORK

New York Long Island Press Association:
President, Vernon Williams of the Hempstead (N.Y.) Nassau County Review; first vice-president, Francis Hoag, Sayville News; second vice-president, George Schubel, Ridgewood Times; third vice-president, James Canfield, Patchogue Advance; secretary, Morris Friedman, Hicksville Courier; treasurer, William McCarthy, Roslyn News.

Westchester County (N. Y.) Publishers' Association:
President, F. A. Merriam, Daily Argus, Mt. Vernon; vice-president, Wallace Odell, Daily News, Tarrytown; secretary-treasurer, Thos. J. Blain, Daily Item, Port Chester

Northern New York Press Association:
President, F. D. Core; first vice-president, W. J. Allen, Adams Journal; second vice-president, G. A. Willard, Booneville Herald; third vice-president, C. H. Congdon, Watertown Times; secretary-treasurer, Floyd J. Rich, Carthage Republican; directors: D. W. Fuller, Antwerp Gazette, F. T. Swan, Potsdam Herald-Recorder, G. A. Willard, Booneville Herald, B. G. Seamans, Pulaski Democrat, F. L. Turner, Malone Farmer, Mrs. T. F. Mannix, Plattsburg Press.

New York State Publishers' Association:
President, Frank E. Gannett, Rochester Times-Union; first vice-president, Edwin H. Butler, Buffalo Evening News; second vice-president, Lynn J. Arnold, Jr., Albany Knickerbocker-Press; treasurer, Gardiner Kline, Amsterdam Recorder; secretary, Charles H. Congdon, Watertown Times.

Allegheny Co. (N.Y.) Publishers' Association:
President, Frank A. Herrick, Bolivar Breeze; vice-president, Elmer E. Conrath, Cuba Patriot; secretary-treasurer, C. R. Stout, Friendship Register.

Central New York Press Association:
President, C. H. Skelton, Courant, Canastota; secretary, M. V. Atwood, Journal and Courier, Groton; treasurer, B. H. Stone, Advance-Journal, Camden; vice-presidents: A. P. Bradt, Observer, Fulton; J. C. Bates, News, Vernon; C. I. Burch, Standard, Earlville.
Directors: D. W. Fuller, Antwerp Gazette; F. T. Swan, Potsdam Herald-Recorder; G. A. Willard, Boonville Herald; B. C. Seamans, Pulaski Democrat; F. L. Turner, Malone Farmer; Mrs. T. F. Mannix, Plaatsburg Press.

Western New York Publishers Association:
John E. Du Bois, Newark Union-Gazette, president; Carl G. Clarke, Perry Record, vice-president; J. D. Pollard, Seneca Falls, Courier-Journal, secretary-treasurer.

Susquehanna Valley Press Association:
H. W. Lee, Oneata, president; Geo. T. Eveland, Franklin, vice-president; Chas. D. Pendell, Afton, secretary-treasurer.

New York Press Association:
Walter B. Sanders, Nunda, president; Wallace Odell, Tarrytown, Peter A. Blossom, Brockport, A. R. Kessinger, Rome, M. V. Atwood, Groton, Henri M. Hall, Jamestown, vice-presidents; Elias Vair, Waterloo, secretary-treasurer.

NORTH CAROLINA

North Carolina Press Association:
President, J. B. Sherrill, Concord Tribune; first vice-president, R. T. Wade, Morehead City; second vice-president, Sam H. Farabee, Hickory; third vice-president, Mrs. W. C. Hammer, Asheboro; secretary, Miss Beatrice Cobb, Morganton; treasurer, R. E. Price, Rutherford; historian, M. L. Shipman, Raleigh; orator, Josephus Daniels, Raleigh; poet, J. D. Boone, Waynesville.

OHIO

Ohio-Buckeye Press Association:
President, A. D. Robinson, Ravenna Republican; vice-presidents: H. B. McConnell, Cadiz Republican, A. E. Huls, Logan Republican, G. R. Kinder, Rockford Press, H. C. Ramsdell, Sycamore Leader, C. B. Unger, Eaton Register-Herald; secretaries: E. B. Yale, Waynesfield Chronicle and Miss Eloise Thrill, Carey Times; treasurer, W. R. Conaway, Cardington Independent.

Miami Valley Press Association:
President, Charles Radabaugh of the West Milton Record; vice-president, S. S. Tibbals of the Franklin Chronicle; secretary-treasurer, C. W. McIntosh of the Twin Valley Echo, West Alexandria.

OKLAHOMA

Oklahoma Press Association:
President, J. L. Newland, Frederick Leader; vice-president, L. B. Meyers, McAlester News-Capital; Elmer V. Lessee, Mangum.

Western Oklahoma Press Association:
Elmer V. Jesse, president, Mangum; L. B. Hooker, vice-president, Beaver.

S. W. Oklahoma and Northwest Texas Association:
Elmer Jessee, Mangum Star, president; J. L. Newland, Frederick Leader, vice-president; J. W. Bonner, Altus Times-Democrat, secretary-treasurer.

Employing Printers of Oklahoma:
J. L. Cockrell, Tulsa, president; W. R. Martineau, Oklahoma City, vice-president; Harry Jolly, Carnegie, secretary-treasurer.

OREGON

Oregon State Editorial Association:
President, Elbert Bede, Cottage Grove Sentinel; vice-president, Lloyd Riches, Vale Enterprise; secretary-treasurer, Hal E. Hoss, Oregon City Enterprise.

PENNSYLVANIA

Associated Pennsylvania Dailies:
President, W. L. Taylor, The York Dispatch; first vice-president, Geo. J. Campbell Esq., Pittsburgh Daily; second vice-president, John L. Stewart, The Observer, Washington, chairman executive council, C. J. Smith, The Call, Allentown, treasurer, W. L. Binder, News, Pottstown,Pa.; secretary, Wimer Crow, Harrisburg; Bruce Dennis, LaGrands, Observer, S. C. Morton, St. Helels Mist, W. C. De Pew, Lebanon Criterion, Douglas Mullarky, Redmond Spokesman.

Western Pennsylvania Associated Dailies:
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Judd Mortimer Lewis, Houston, president; S. Denver Chesnutt, Kennedy, vice-president; secretary, Sam P. Harben, Richardson; treasurer, C. F. Lehmann, San Antonio.

Tennessee State Press Association:
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Utah Press Association:
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Vermont Press Association:
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Central Wisconsin Press Association:
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West Wisconsin Ben Franklin Club:
C. J. Augustin, Glenwood City, president; Harry Johnson, Eau Claire, secretary-treasurer.

Corn Belt Press Association:
Lon Martin, Taylorville Courier, president; J. E. Sigler, Maroa News-Times, vice-president; R. R. Lane, Bement Register, secretary; Frank Trainer, Blue Mound Leader, treasurer.

The Wisdom of Sage Tee

The heavy dew still glistened in the morning sun, and the night bird had but ceased its note, when a sorrowful-looking man presented himself at the feet of Sage Tee-Hee and asked for advice on a matter of great moment.

"Oh, wisdom-of-ages" said the man: "I am head printer in a large job shop. Many years of faithful service have I given the boss of this emporium of disaster, yet newer employees gain greater favor in his eyes. Do I but ask for a day off, I get grumbled

at, and as for a raise in salary, would I as soon ask the boss to broil his first-born on a tin roof, in the hot month of August. Woe is me!"

"What manner of man be thy employer?" asked the Sage.

"A large, moist, red-faced man, with greedy-looking eyes." replied the man.

"How dost thou greet him?" asked the Sage.

"With a good morning salaam, and then return to my work with greater vigor" said the head printer.

Said the Sage: "Look for hairs on his coat—and pick them off. Whisper praises in his ears, whether they be sincere, or not. Learn that it doth please and glorify the large toad to see the small ones a-hopping in adultation."—WALTER S. BRADFORD.

Do you work *for* your customers, or *with* them?

Look often at your Accounts Receivable. They represent *dollars due you!* Don't let them get away from you

---

Nothing pleases a customer more than to learn that the salesman is really interested in his welfare. From that springs confidence, and *confidence* is the basis upon which all legitimate business is transacted.

End Your Tape Troubles

with "SANDERCO"

"Sanderco" is a patented compound that can be used on any kind of cotton, linen or leather tape. It does away with the tedious and unsatisfactory sewing of tapes; saves time by insuring day in and day out service without tape breakage.

Used by many of the biggest printing houses and guaranteed to give absolute satisfaction or money returned.

"Sanderco" is easily applied, dries quickly, no clamps used, lasts for many months.

Put an end to your tape troubles--order an outfit; one pound can of Sanderco, wire combing brush, comyound arplying brush add full directions for using for..... $5.75

ENDLESS TAPE COMPOUND CO.
Phipps Power Bldg., Pittsburgh, Pa.

THE CRAFTSMAN

ANOTHER new idea being issued as a part of the Franklin Printers Service —and an instantaneous hit

The greatest typographers will contribute their best efforts to The Craftsman

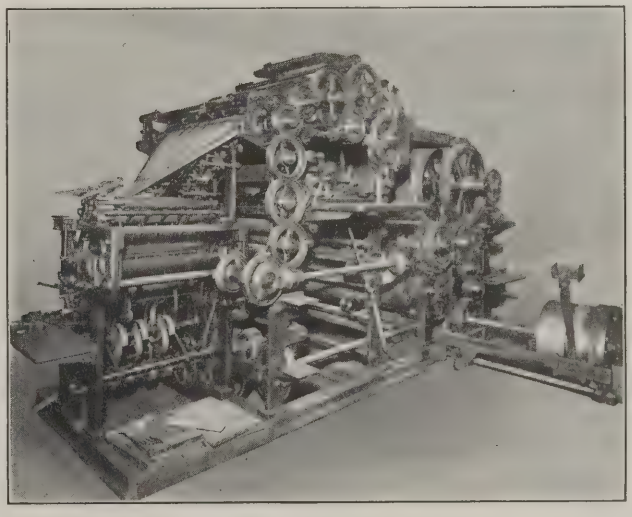
¶ Nothing else just like it

A sample copy and full particulars sent to established printers making the request on their own stationery

The PORTE PUBLISHING CO.
Salt Lake City, Utah

A BARGAIN IN A

Hoe "Unique" Web Press



HAVE YOU OUTGROWN YOUR PRESS FACILITIES?

If so, the 12-page Hoe Rotary Web Press (shown above) will supply the needed extension.

It will print newspapers of either six or seven columns wide, with page 22¾ inches long.

Its running speed is: 4 or 6 page papers, 20,000 per hour; 8-10-12 page papers, 10,000 per hour. For more than 12 pages, make two runs.

Complete with stereotype outfit, arranged for belt drive.

Sold in good operating condition at a very low price—less than the price of a good-sized two-revolution press—about what the stereotype equipment alone would cost new.

For an interior daily or semi-weekly or weekly, of substantial circulation, hampered by present press facilities, this press represents an unusual opportunity.

Monthly payments on part of the purchase price—easy to buy.

BAKER SALES COMPANY,
200 Fifth Avenue New York City.

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATTI

CHICAGO
BOSTON
KANSAS CITY

PHILADELPHIA
ROCHESTER
DETROIT

MINNEAPOLIS
DALLAS
MILWAUKEE

OPERATORS *Like* BOSTONS

GO into the bindery equipped with several kinds of wire stitchers and you will find it is the BOSTONS that are *always* in operation, stitching high-grade catalogue and booklet work with fine wire—rapidly, exquisitely. Talk with the operators and they will tell you *why* the BOSTONS are favorites—*why* they prefer BOSTONS to all other stitchers. The foreman—without bias—always extols BOSTON merit, productivity and efficiency. *Let us show you.*

AMERICAN TYPE FOUNDERS COMPANY

General Selling Agent for Boston Wire Stitchers

SET IN MEMBERS OF THE GOUDY FAMILY SIX POINT BORDER NO. 205

Laclede Remelting Furnaces

Scientifically Designed and Substantially Built in sizes to meet the requirements of any Office

Jobbers and Dealers Everywhere

Full Information upon request

MANUFACTURED BY THE

Laclede Mfg Company

119 N. MAIN STREET

ST. LOUIS, MO.

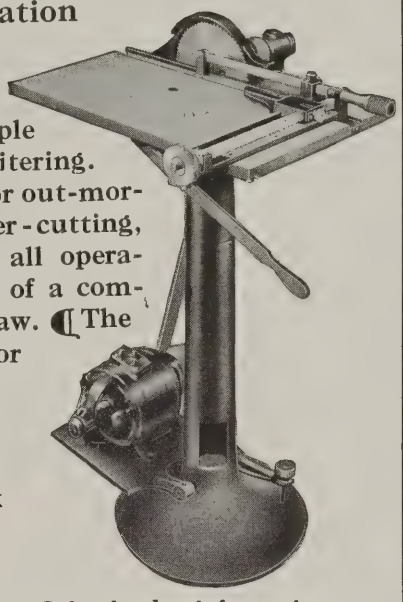
LACLEDE SAW and TRIMMER

MODEL B

Saws and Trims in One Operation

Equipped with the most rapid and simple method for mitering. Can be used for out-mortising, under-cutting, mitering and all operations required of a composing room saw. ¶ The table is level for all operations. Column cannot clog up.

Powerful work holder



Write Dept. C for further information

LACLEDE MFG. CO. 119–121 N. First St. St. Louis, Missouri.

Metal Troubles?

WHEN you have metal troubles and want accurate and safe advice, send a half pound of the metal and a practical letter describing the trouble to L. D. Staplin or A. W. Anderson, 325 South La Salle Street, Chicago, Ill., and you will receive prompt and efficient attention without expense. The Charge is your goodwill toward WILKES TYPE METALS.

Wilkes Type Metals

Are carried at 20 Convenient Warehouses

A Trip Around the World

¶ A trip around the world with a well-known advertising man as your guide — studying the advertising art of the entire world. Would n't that be an interesting experience? Through England, France, Germany, Spain, Italy, Africa, India, the Orient, Australia, and South America, analyzing the advertising methods of these countries, finding why they advertise differently, studying their national traits, prejudices, ideals, and habits — the whys and wherefores of advertising and advertising art throughout the world.

¶ THE PRINTING ART in the March issue begins a series of articles entitled *The Advertising Art of Foreign Countries*, written by a well-known practical advertising man and artist — a man who *knows* foreign advertising.

¶ The articles will be illustrated throughout, and no expense will be spared to make the series a practical reference work for advertising men, artists, export men, and manufacturers.

We believe this series to be the first of its kind ever published bringing an analysis and study of the advertising of the world's nations under a single head — a ready reference library invaluable to any man interested in advertising or commercial art.

There will be twelve, possibly more, articles in the series — each article carrying a wealth of information and valuable ideas. They will be interesting, *unusual*, and INVALUABLE.

Your name and address on the form herewith will start your subscription — MAIL IT *NOW*.

The department "Selling by the Printed World," edited by Mr. Robert Ruxton, appears in THE PRINTING ART every month, chock full of sound common sense — an advertising mint for those striving to *sell* by the Printed Word — *Printed Salesmanship*.

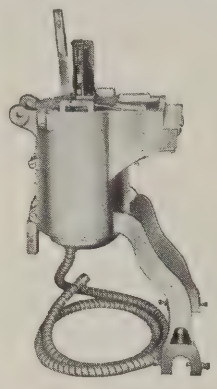
The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, beginning with the number starting the series "The Advertising Art of Foreign Countries." You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly *on the condition that if after receiving three issues, I am not perfectly satisfied, you are to refund the money without question, and I am to keep the three issues without obligation.*

Name_____

Street _____

City and State_____



Cline Fortified Interchangeable Electric Melting Pot

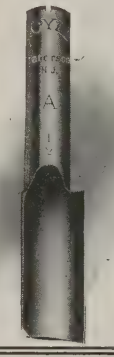
FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE.

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

CHICAGO NEW YORK

YOUR CERTAINTY



EVERY advance in routing cutter efficiency originated with **"Cutters that Cut"**—the Royle Routing Cutter.

A style and steel for every purpose.

Write for Booklet No. 280.

JOHN ROYLE & SONS
Paterson, N. J.
Photo-Engravers' Machinery.

Steel Die and Copper Plate

ENGRAVING PRINTING and EMBOSSING

Prompt Service

The American Embossing Co.
192-96 Seneca Street BUFFALO, N. Y.

Classified

Here is a market-place for everyone—a convenient, economical, result-bringing medium—that will sell equipment for you, secure help, aid you to a new position, if you are seeking one; being buyer and seller together.

The rate is 25c per line, each insertion. Copy must be in the 20th of the month preceding issue, to insure insertion. Address all communications to National Printer-Journalist, Montgomery Bldg., Milwaukee, Wis.

MATRICE REPAIRING

DONT THROW AWAY YOUR MATRICES. WE REbuild smashed toes, repair combination teeth, thoroughly test and clean them at third to half cost of new matrices. Frank Montgomery, Lyons, N. Y.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.,
426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

NEWSPAPERS FOR SALE

$500,000 daily for sale for first time. Desire immediate sale. Has big future. National Newspaper Paper Bureau, Mendota, Ill.

NEWSPAPERS WANTED

Daily wanted. We can make $100,000 payment. National Newspaper Bureau, Mendota, Ill.

MACHINERY

FOR SALE.—Goss Clipper newspaper press, 8pp., with stereo. equipment, $2,000; Duplex flat-bed newspaper press, 8pp., $3,000; Goss Semi-Rotary flat-bed press, 10pp., $4,000; Potter newspaper rotary press, 16pp., with stereo. equipment, $4,500. Baker Sales Company, 200 Fifth Ave., New York City.

INSTRUCTION

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way; keyboard and lessons for home study or six weeks at practical school in Toledo at trifling cost. We sell Sinclair's book on mechanism of intertypes and linotypes; whatever machines are in use Bennett's system, in conjunction with Sinclair's book, saves hundreds of dollars; every man connected with Bennett's School is a world-beater. Write for literature of almost unbelievable results obtained through study of Bennett's system. MILO BENNETT'S INTERTYPE SCHOOL, Toledo, Ohio.

PRINTING PLANTS FOR SALE

Printing plant and building in Somerset, Manitoba, Canada. First class location. Town 600; divisional point C. N. R. Municipal town with no opposition in municipality. Plant good condition; frame building and 3 living rooms, 2 lots. $3000.00 cash for whole proposition. Write to "Somerset News", Somerset, Manitoba.

QUICK ON

Megill's Patent

SPRING TONGUE GAUGE PINS

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. & Mfr.
763 Atlantic Ave., Brooklyn
From Us or Your Dealer. FREE BOOKLETS

VISE GRIP

Megill's Patent

DOUBLE GRIP GAUGES

COVERS

FOLDERS

LETTERHEADS

POSTERS

HANGERS

HALFTONES

ZINC ETCHINGS

COLOR PLATES

EMBOSSING PLATES

ELECTROTYPES

OF SINCERITY

The world ever needs and seeks sincerity.

It is the fibre and fabric of all success.

It is both cornerstone and keystone of any business which shall last.

It promotes clarity, confidence, co-operation and commercial growth.

Sincerity is building prestige for this plant.

It is represented in the quality of art and craftsmanship which we offer; in the alert care and studied skill which we devote to every job from the most simple zinc to complicated color plates and delicate halftones.

Our work covers the entire field of engraving under the supervision of men who understand and who work with sincerity.

May we include you among our many satisfied patrons?

PREMIER ENGRAVING CO.

DESIGNERS ENGRAVERS

MILWAUKEE 1105 VLIET STREET WISCONSIN

© TRADE **LINOTYPE** MARK ©

Every important improvement in methods of composition for the past 36 years has been the result of Linotype initiative.

Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation. The Linotype is the machine of no compromise.

The illustration shows the Model 24, text and display Linotype. As many as ten faces in six different sizes are immediately available from the keyboard.

NATIONAL PRINTER JOURNALIST

JUNE, 1922 — Vol. 40, No. 6

THIRTY-NINTH YEAR

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Trade Press Publishing Co.
Milwaukee, Wis.

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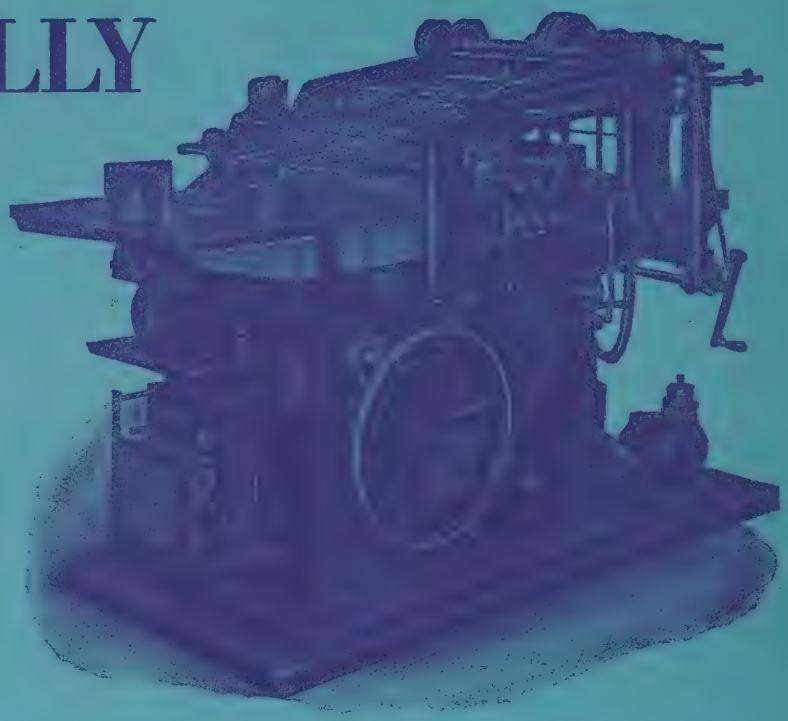
A Monthly Magazine for Printers and Publishers

The KELLY

AUTOMATIC JOB PRESS HALF SUPER-ROYAL: SPEED 3600 AN HOUR EASILY. THE ONLY ABSOLUTELY AUTOMATIC FLAT-BED PRINTING PRESS. QUALITY OF PRODUCT UNEXCELLED. EASY TO OPERATE. THE GREATEST MONEY-MAKER OF THEM ALL. IT WILL MAKE MONEY FOR YOU.



The Kelly Automatic Job Press—The Little Kelly—a Half Super-Royal, plus
This Press is also sold with an Extension Delivery

A Platen Press Printer who can afford to buy an additional platen press is also in a position to buy a Little Kelly. Comparing cost with production the Little Kelly Automatic Job Press is the lowest priced of all printing presses.

Any man competent to run a platen press can run the Little Kelly successfully. After a few days' instruction, which we give when installing a Little Kelly, he will prefer to run the Little Kelly, because the work is easier, though the product is more than doubled, and larger work may be done than on any other job press.

A Platen Press Printer's wisest step upward is to buy a Little Kelly rather than a mechanically fed platen (which doesn't alter his status) or a big, slow cylinder. A. F. Duffenbach, South Bend, Indiana, who has two Little Kellys, writes to us thus:

"I wouldn't trade my two Little Kelly Presses for the two best cylinder presses made."

Mr. Duffenbach says this because he finds it more profitable to split the occasional big job and run it on his high-speed Kellys than to put a big form on a slow-moving cylinder. Mr. Duffenbach's Kellys are profitable. He has ordered a third.

Ask our nearest Selling House or agent to show you samples of work done on Little Kellys. Be governed in your decision by the evidence of your own eyes.

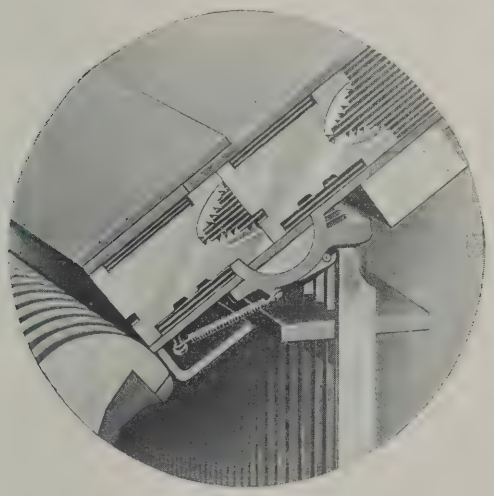
FOR FULL PARTICULARS APPLY TO NEAREST SELLING HOUSE OF THE

AMERICAN TYPE FOUNDERS COMPANY the Developer and Manufacturer of the Kelly Press; and also to BARNHART BROS. & SPINDLER, Washington (D. C.), Dallas, Omaha and Seattle; DODSON PRINTERS SUPPLY COMPANY, Atlanta; and TORONTO TYPE FOUNDRY COMPANY, for Canada east of Port Arthur. In Canada west of Port Arthur, AMERICAN TYPE FOUNDERS COMPANY, Winnipeg.

2nd Reason

WHY the INTERTYPE *IS* "The *BETTER* Machine"

This advertisement is repeated because of the interest it has aroused. No. 6 will follow shortly.



Intertype Two-Part Escapement

Simplicity

The illustration at the left shows the two-part escapement used on all models of Intertypes. You can readily see how the up-stroke of the keyboard rod releases the bottom matrix. Note that the action is *direct* and therefore *instantaneous.*

In the escapement used on three-magazine machines of other than Intertype manufacture the motion of the keyboard rod must be transferred to *six moving parts.* Compare this with the *two-part* Intertype way, as shown in the diagram below.

This is only one of a large number of important Intertype simplifications.

910 Fewer Moving Parts

In One Mechanism Alone

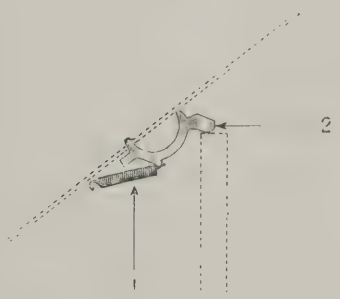
The following tabulation covers three-magazine Intertypes and other machines.

The Intertype Way

1.	Springs (91 on each magazine) for three magazines	273
2.	Escapements (91 on each magazine) for three magazines	273
		546

Another Way

1.	1 set of operating levers	91
2.	Links (91 on each magazine) for three magazines	273
3.	Verges (91 on each magazine) for three magazines	273
4.	Pawls (91 on each magazine) for three magazines	273
5.	Pawls (91 on each magazine) for three magazines	273
6.	Springs (91 on each magazine) for three magazines	273
		1456



The Intertype Way
TWO Parts

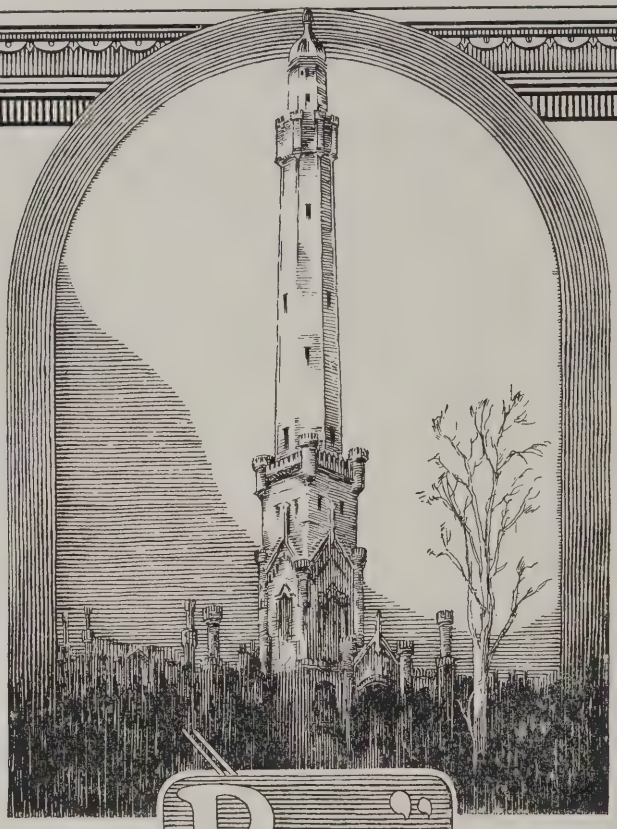
This escapement is used on all models of Intertypes, including our three magazine Model C. Compare it with the escapement used on other three-magazine machines.

INTERTYPE CORPORATION

General Offices, 8071 Terminal Building, BROOKLYN, N. Y.

550 RAND-MCNALLY BUILDING, CHICAGO
303 GLASLYN BUILDING, MEMPHIS
560 Howard Street, SAN FRANCISCO
Canadian Agents, TORONTO TYPE FOUNDRY CO., LTD.

Exhibitor, Boston Graphic Arts Exhibition, August 28th to September 2nd



LANDMARKS

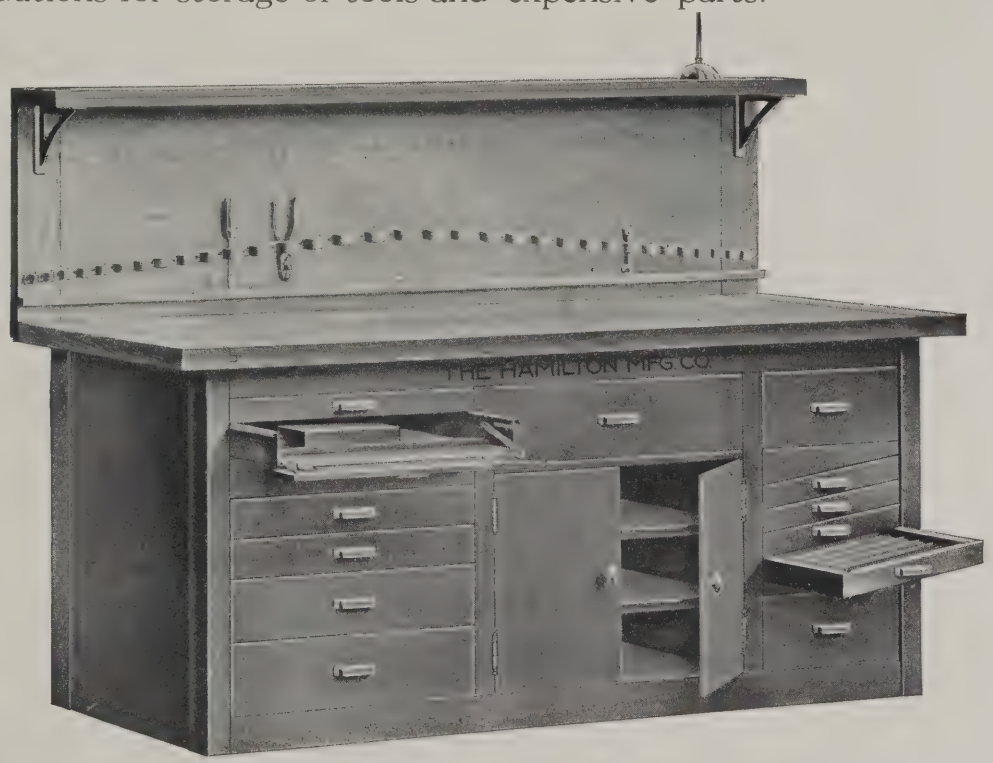
—conspicuous marks varying in character reminiscent of an age or generation, defining a boundary, and early civic improvement, the abode of a pioneer — interesting to the stranger and edifying to posterity, but always an object of identification and direction.

Like a landmark, hallowed by time and dignified by a generation of service, the B. C. Co. mark has been a directing sign to the discriminating buyer, and today reflects the prestige which years of constructive endeavor lend.

BARNES-CROSBY COMPANY
E. W. HOUSER, PRES.
ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS
226-232 WEST MADISON STREET : : CHICAGO, ILLINOIS
TELEPHONE MAIN 2486

Give Your Machinist a Chance

Don't be one of those employers who willingly spend *much* in machine equipment but *little* in adequate preparation for its proper maintenance; who engage a trained mechanic to keep the machines running—but "slow him up" by failing to provide him with reasonable working facilities or adequate accommodations for storage of tools and expensive parts.



Steel, No. 478-A Wood, No. 3645

Give him a chance. Hamilton Work Benches will help. The design shown hereon is made of steel with a heavy 1¾ in. rock-maple work top and provides your machinist with a real workshop, a definite place for his tools and working equipment and adequate and convenient facilities for storage of all needed parts.

DETAILS

Working top (wood) and back board with Shelf and Tool Strap.
Specially designed drawer for Liners.
Specially designed drawer for cleaning Space Bands and storage of Graphite.
Three blank drawers equipped with total of 147 removable steel boxes for storage of screws, washers, etc.
Drawer with removable partitions for miscellaneous parts.
Center compartment with large drawer and shelves.
Specially designed drawer for storage of Ejector Blades; capacity 93.
Specially designed drawer for holding Space Bands.
Four inclined drawers for Matrices, and one drawer specially arranged to accommodate Drills.
Height, over all, 55 in.; to work top, 34 in.; total floor space required, 79 x 29 in.
Finish: Steel, olive green baked enamel; wood, antique gloss.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

"Dedicated to the Community, State and Nation"

"Knowledge is leagued with the universe and findeth a friend in all things, but ignorance is everywhere a stranger — unwelcome, ill at ease, and out of place." —TUPPER.

HERBERT HOOVER, in 1921, appointed fifteen of the most distinguished and practical specialists in the United States to report on "*Waste in Industry*" to the U. S. Government.

Their findings showed that, by simplifying the *forms* of production, the *objects* of production could be placed before masses of consumers at a lower price.

Organized resources have made it possible for technical paper men and laboratory experts to determine the necessary number of standard bond papers and to chart and classify their specifications for every practical business purpose.

The American Writing Paper Company heartily endorses this national movement and accordingly offers a master line of nine bond papers — evenly graded — a wide range of price — on a volume-production basis.

A book of sixty pages has been published, "The Correct Use of Bond Papers" — thumb indexed, clearly pointing out the exact standard bond suited to every practical business requirement. *The first edition of this book was exhausted in two days after its formal announcement.*

The leading newspapers of the country are telling the general business public the above facts, and are showing to them the value of this book for reference.

These Business Men are Referred to their Printers

for copies, as well as for coöperation and advice.

These unique books are provided without cost to printers and engravers who wish to coöperate with their customers in putting the purchasing of paper on a sound economic basis.

Seven presses are working at full capacity to meet present demand for these books. Do not risk needless delay in meeting the requests of your customers — it is the part of wisdom to order your supply of books at once.

ADDRESS

American Writing Paper Co.

Service Department
JOS. A. BORDEN, Director
10 So. La Salle St., Chicago, Ill.

Eagle-A Specification Chart of Bond Paper Uses

This Chart will enable you to select the correct grade of bond paper for each business requirement

This chart has been worked out by the Board of Sales Executives and the Laboratory Staff of the American Writing Paper Company in cooperation with the Paper Merchants who are the Eagle-A Service Houses.	PERMANENT			SEMI-PERMANENT			TEMPORARY		
	I *	II *	III *	IV *	V *	VI *	VII *	VIII *	IX †
CHIEF USES OF PAPER IN A BUSINESS ORGANIZATION	COUPON BOND	AGAWAM BOND	PERSIAN BOND	CONTRACT BOND	AIRFOST BOND	CHEVRON BOND	ACCEPTANCE BOND	NORMAN BOND	TELEPHONE BOND
ADVERTISING									
Booklets	x	x	x	x			x	x	x
Bulletins						x	x		
Envelope Enclosures	x								x
Folders				x				x	
Price Lists	x			x			x		
DOCUMENTS									
Contracts	x			x		x			
Deeds	x								
Letters of Credit	x								
Mortgages		x							
Notes				x					
Permits		x							
Policies		x				x			
STATIONERY									
Letterheads	x	x	x	x	x	x	x	x	x
Executive Letters**	x								
General Letters**		x		x			x		
OFFICE FORMS									
Acknowledgments			x	x					
Checks			x						
Credit Memos				x					
Debit Memos				x					
Deposit Slips							x		
Drafts						x			
Estimate Forms				x		x			
File Copies							x		
Invoices				x	x				
Memo Slips									x
Proposals						x			
Purchase Orders			x	x			x	x	
Receipts							x		
Reports							x		
Statements					x				
Telegraph Blanks							x		
Tel. Call Slips									x
FACTORY FORMS									
Inventory Slips				x				x	
M'f'g Orders				x					
Receiving Reports							x		
Requisitions							x		
Stock Reports						x			
Time Slips				x			x		

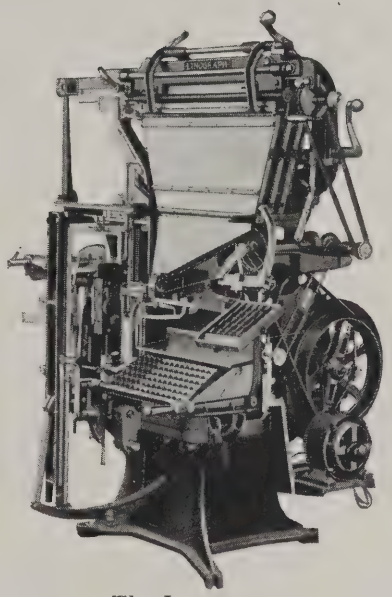
*Watermarked **Envelopes to match †Rubber stamped

In addition to the nine bond papers, the American Writing Paper Company also makes a complete simplified line of linens, ledgers, writings, book papers, offset papers, cover papers, bristols, mimeograph papers, weddings, and papeteries.

ABOUT BUYING TYPESETTING MACHINES

Go Beyond Keyboard Speed

To be mechanically and commercially successful a linecasting machine must produce slugs as fast as the operator is able to manipulate the keys. The careful buyer of today must go beyond the time consumed operating the keyboard and consider other things apt to take up much of a valuable operator's time: Such as—



The LINOGRAPH
Model 3

Magazines shifts and changes. A shift from one magazine to another can be made on Model 3 LINOGRAPH *in three seconds.* Any one can remove all three magazines and replace them with three others *in less than fifty seconds.* Magazine changes on Model 1 may be made *in less than ten seconds.*

The distributor mechanism and the magazine entrance are within easy reach of the operator, *in front of the machine.* Likewise all other parts requiring adjustment or change are so placed that they are instantly accessible.

The single matrix transfer, the separation of the spacebands during this transfer, and the general simplicity of construction eliminate many parts that would require the operator's constant attention.

Consult any LINOGRAPH owner—learn for yourself just how much this machine is capable of doing, and how easily it does it.

The Linograph Company
Davenport, Iowa. U. S. A.

EUROPEAN REPRESENTATIVE
ETABLISSEMENTS PIERRE VERBEKE
BRUSSELS, BELGIUM

AUSTRALASIA, SOUTH AMERICA
PARSONS & WHITTEMORE
299 BROADWAY, NEW YORK CITY

THE MACHINE THAT GROWS WITH YOUR BUSINESS

Hour Cost is a Basis of Figuring—

Hour Production is Your Selling Basis

Prices based on other than average production on each particular class of printing are worse than guess work.

Only the United Typothetæ of America has access to the records of plants all over the continent.

Upon those production records is based the Typothetæ Standard Guide—the only information upon which you can knowingly estimate or compare your figures with others.

The Standard Guide Production Records are so accurate as to be almost infallible. You know just what you are doing if you follow them.

Every printer needs the Standard Guide—the price is $20.00. Monthly revision service, keeping it always up to date, furnished thereafter for $10.00 yearly.

In ordering, or for further information, address

United Typothetae of America

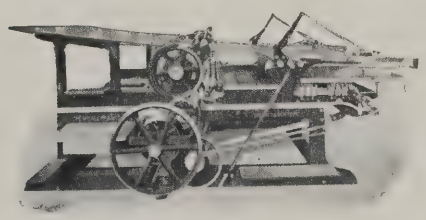
(International Association of Master Printers)

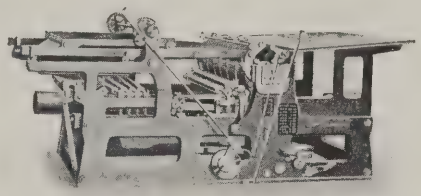
608 S. Dearborn Street Chicago, Illinois

Johnsonized

High Grade Machines for Book, Job and Catalog printing. These presses are all modern machines thoroughly remanufactured, guaranteed to be free from defective material and workmanship and as good as new for all practical purposes.

Further details gladly given to interested parties. Send for complete list of Johnsonized Printing, Binding and Typesetting machinery.





One No. 0000 Miehle, four roller, both deliveries---fly and sheet. Bed 46x 62, equipped with Fuller automatic feeder $5500.00

One No. 1 Miehle, bed 39 x 53 four roller, both deliveries $3500.00

One Pony Miehle, bed 26 x 34 both deliveries $2100.00

One Huber 2 revolution, four roller bed 39 x 52 front fly delivery $2400.00

One Huber 2 revolution, bed 29 x 42 four roller, front fly delivery $2200.00

One Century 2 revolution, bed 25 x 31, 2 roller, front fly delivery $1500.00

One Century bed 26 x 35, 2 revolution 2 roller, front fly delivery $1700.00

One Optimus 2 revolution, bed 36 x 53, front sheet delivery, four form rollers $2800.00

One Optimus 2 revolution, bed 29 x 43, four form rollers, front sheet delivery $2400.00

One Whitlock, 2 revolution, 4 roller, bed 35x47, front fly delivery $2600.00

One Whitlock, 2 revolution, bed 29 x 42, 4 roller, front fly delivery $2200.00

One Babcock Express Drum, bed 24x 31, high speed $1000.00

One Cottrell 2 revolution, bed 43 x 56 front fly delivery, four form rollers $2600.00

One Stonemetz 2 revolution, No. 3, bed 25 x 33, two form rollers, front fly delivery $1250.00

C. I. Johnson Manufacturing Company

Saint Paul, Minnesota

JOHNSONIZED PRINTING MACHINERY—HANSEN TYPE—COMPLETE PRINTING OFFICE OUTFITTERS

SET IN HANSEN TYPE

WOOD AND STEEL FURNITURE FOR PRINTERS

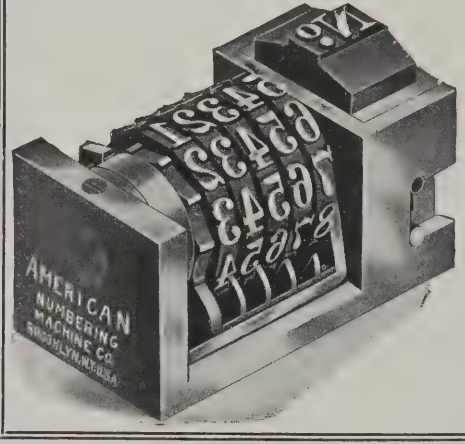
INCLUDING

CUT-COST EQUIPMENTS

Made by THE HAMILTON MANUFACTURING COMPANY

CARRIED IN STOCK AT ALL OUR SELLING HOUSES FOR PROMPT SERVICE

AMERICAN TYPE FOUNDERS COMPANY



PRICE REDUCTION

	Former Prices	Present Prices
Standard Model 30 5 Wheels	$20.00	$16.00
Standard Model 31 6 Wheels	22.00	18.00

No change in construction. Same Machines throughout that sold for much higher prices.

Your chance to buy the World's Standard Numbering Machines at greatly reduced prices.

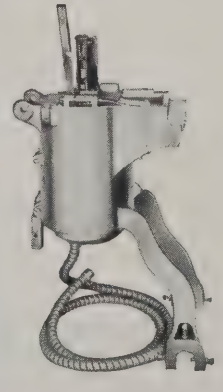
All Dealers Sell Them

American Numbering Machine Co.

220-230 Shephard Ave., BROOKLYN, N, Y,

Branch 123 W. Madison St., CHICAGO, ILL.

The Only Typographic Numbering Machine with Cold Rolled Steel Case



Cline Fortified Interchangeable Electric Melting Pot

FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE.

Write Us for Further Details

CLINE ELECTRIC MFG. CO.

CHICAGO **NEW YORK**

Exhibitors at Graphic Arts Exposition

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATTI

CHICAGO
BOSTON
KANSAS CITY
PHILADELPHIA
ROCHESTER
DETROIT
MINNEAPOLIS
DALLAS
MILWAUKEE

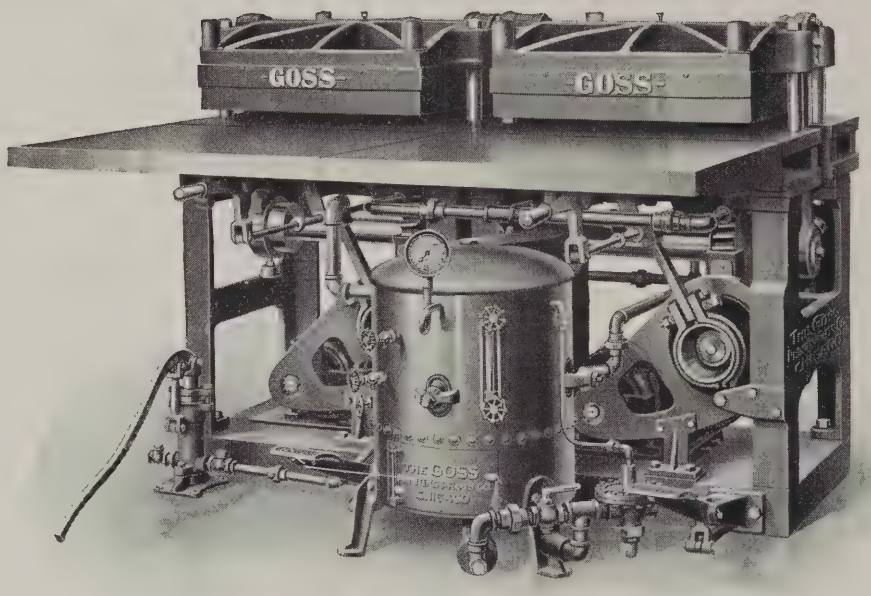
Pioneers

Men with vision and courage to follow their ideals. Thus we visualize the pioneers of business and the world of art.

Artists who combine business vision with artistic skill, to illustrate your message, and Engravers who make possible the universal appeal of the Artists' creations are at your service.

The Artcraft Engraving Co.
6th floor Enterprise Bldg.
Milwaukee, ~ ~ Wisconsin

Goss Motor Driven Steam Table



With GOSS Automatic Gas Fired Steam Generator

The Most *Economical* and *Quickest*

Drying Steam Table on the Market

IMMEDIATE SHIPMENT
FROM STOCK

WRITE FOR LITERATURE
AND PRICES

The Goss Printing Press Company

1535 So. Paulina Street

CHICAGO, ILL.

National Printer-Journalist

Vol. 40. Milwaukee, Wisconsin, June 15, 1922. No. 6

A Simple System of Accounts

Careless Bookkeeping Thing of the Past. In Well-Conducted, Modern Newspaper and Printing Plant Flexibility and Utility of Chief Importance

By A. L. Wilkinson

One of the most urgent necessities for the publisher of a daily or weekly newspaper is a set of accurate accounts for advertising and job work, together with a system whereby foreign advertising may be accepted in schedule and correctly inserted.

Not one small newspaper in fifty is thus equipped. All of them have accounts, of course, but in most cases these accounts are incomplete, laborious and ill-kept. They offer but little encouragement to the publisher to install a better system. Another drawback to most systems, too, is the complication. Time is a vital factor in a newspaper office, and the salary of an expert bookkeeper is too high for the average small shop to afford.

Presented here is a system of accounts and an insertion card, which is used in the office of the Daily *Blade-Empire,* Concordia, Kansas. The system was compiled and put into operation by L. B. Shrouf, business manager of the paper, after a lengthy study of conditions and methods employed in various job and newspaper shops in the middle west. Mr. Shrouf gives particular credit to the St. Joseph *News-Press,* St. Joseph, Missouri, where he got the idea of the insertion card almost in full.

This system can be used by either the daily, weekly, or semi-weekly plant, with insignificant changes which can be seen at a glance. Its simplicity is its greatest asset. Any boy or girl of from 15 to 18 years of age can handle the books perfectly.

First consider the system as it is applied to the daily paper.

The statements are almost self-explanatory. They are printed four to the sheet, with a duplicate sheet for permanent record in the office.

The book is a loose-leaf binder in which the sheets are inserted as needed. In this way a combination day book and ledger is effected.

Now for the method of handling the charges: Take the foreign advertising run for that particular day first.

A checking copy of the paper is secured from the files each afternoon after the paper has gone to press.

The accounts are arranged in the loose-leaf book in alphabetical order, making them easy to find. As each account is turned or a new account opened as the case may be, the number of inches for that day to be charged to the advertiser, is entered plainly in the little square bearing the number of the day of the month on which the advertisement was run. All that remains at the end of the month is to total the number of inches on each statement, and by simple multiplication by the rate, the total charge is found. The statement is then complete, with the itemized account for the advertiser, total of charge, and ready to be sent the person for whom it is intended. It is perforated, as may be seen, and this leaves a duplicate statement as a permanent record for the office, when the original is torn from the book and mailed.

Reader ads also have their spaces on the statement. This feature is very useful to the small paper which carries quantities of patent medicine readers.

Below that section of the statement reserved for the advertising account is a space for listing and charging any job work which may have been done for the advertiser during the month. This is used only for local advertisers, however.

The local advertising is handled in precisely the same manner as the foreign advertising.

Two books are kept, one for local and one for foreign accounts, although both may be kept separately in one large book. This is optional with the publisher.

The two specimen statements which are reproduced herewith, filled out complete, illustrate the utter simplicity of the system. They can be printed in practically any print shop, or ruled forms may be secured at a nominal cost. The expense in starting the system

MAIL 2 PAPERS, MARKED X

MONDAY WEDNESDAY FRIDAY
TUESDAY THURSDAY SATURDAY

X Representative American Press Assn.
Address New York City

Advertisement of Hall's Cough Syrup

Agency Advertisers' Service
New York City

Manf'r Hall Manufacturing Co.
New York City

Display ✓ Reader ..... First Insertion June 1, 1922 Expires May 31, 1922

Position or Instructions Back page

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Jan.	10			10				24										-													
Feb.					10												10								15						
Mar.		20								20					10																
April							10					10								10											
May	20					40								40								40								40	
June																															
July																															
Aug.																															
Sept.																															
Oct.																															
Nov.																															
Dec.																															

A Practical Insertion Schedule Form

is concerned wholly with the cost of the forms used, and this small outlay of money will in all cases be more than balanced by the increased efficiency and the remarkable saving in time, worry and care which the system will give.

For the weekly or semi-weekly the system is equally as good as for the daily, and can be used either as it stands or with slight changes. For one thing the size of the statement can be reduced at least half.

For the weekly paper only five date spaces will be required, and the semi-weekly will take only nine date spaces. These spaces can have the date filled in when the charge is made.

Another vital feature of this system is the insertion card. This is an item which many publishers have searched for, and the card reproduced herewith is probably as nearly perfect in its working as anything can be.

It eliminates the care and worry usually associated with foreign advertising by reason of insertions not according to schedule.

When the advertising schedule is received in the office the card is filled out.

If the schedule runs on stated days of the week, for instance Tuesdays, Thursdays and Saturdays, those three days are checked on the list of days in the upper left hand corner of the card. The date of expiration is then marked on the card, and the other blank spaces filled out to complete the record.

TO **Blade-Empire Publishing Co., Inc.** DR.

Smith Mercantile Co.
Concordia, Kansas

Concordia, Kansas, June 1 1922

Advertising for May Store

DATE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL	DOLLS.	CTS.
INCHES OF DISPLAY	10			30			40			10			12			14			40				40			30			40			216	79	80
LINES OF READERS						10								10						10												30	3	00
DATE	CLASSIFIED ADS AND JOB WORK																																	
5/15/22	1000 letterheads																																7	50
5/26/22	500 handbills																																4	00

BY STATEMENT PREVIOUSLY RENDERED

TOTAL 94 30

This Simple Form of Statement Saves Trouble

If the advertising is to run on irregular days throughout the time the number of inches to each insertion is written in the square corresponding to the date on the schedule. There is, as may be seen, a square for every day in the year.

After the card is filled out it is then placed in the file.

This file is a simple card index.

The indexes cover every day in the month. In other words there are 31 numbered indexes.

There are also seven indexes bearing the names of the days of the week, with Sunday if the paper issues a Sunday edition.

Say, for instance, that the first insertion of the new schedule was for January 1, as the card reproduced indicates. The new card would be placed in the index marked "1." If the advertising should start on Saturday, and run Saturdays, Tuesdays and Thursdays, the card would be placed in the index marked Saturday.

On the first of January the business manager starts the day by going to this file and taking from it all the cards in the index marked "1," and also the card in the index marked for the day of the week on which the first of January fell. These he would take back to the foreman of the composing room, who would set the advertisements from these cards, without a chance of error in the ads run. The work of the card is then finished, except for the addressing of the single wraps to the advertisers, which can be done directly from these cards.

In placing the insertion card back in the files it is put in the space reserved for that date, or day of the week on which it next runs. This system is continued until the schedule runs out, when the card is placed with other dead ones and kept for reference.

This is the system complete. It can be understood at a glance and kept without an error.

The Newspaper—A Commercial Institution

How the Owner of a Wisconsin Paper Views the Function of a Newspaper and What It Has Meant in Winning National Reputation and Success

By JAMES MARSDALE

HAVE you ever heard a group of astute advertising men discuss the intricacies of their profession? Invariably they talk of the "buyer" or "consumer" as a creature or thing distinct from themselves; they seldom make use of the third person, plural, dative in considering what effect their studied efforts will produce in a merchandizing way. Yet, speaking as an ex-advertising man, I claim that ad-men are quite as susceptible to the seductive sales stories which they build, as is the quaint "buyer" whom they study.

The foregoing observation is made as the result of a recent testimonial of the cumulative power of advertising on myself. For a number of years I had heard and read of the Janesville Daily *Gazette* of Janesville, Wis. I had never paid particular attention to the reasons for the prominence and frequence of mention of this paper in connection with the Badger state newspaperdom, only noting that it was heard from very often.

Then came the copy which "sold" me. In almost every issue of a prominent advertiser's magazine I noted full page ads which told me that "The Janesville Daily *Gazette* has the largest circulation of any newspaper in the United States printed in any city of between 18,000 and 20,000 population," or that "there are no city limits to the Janesville market", or perhaps that the *Gazette* "has carried more local grocery advertising than any daily paper in the middle Northwest," and numerous other merchandising facts.

I was confident that such a campaign represented enterprise rather than empty ego and I resolved that like the wealthy old lady who traveled many miles to visit Paducah, Ky., just because she had "often seen the name in print," I would make pilgrimage to Janesville, Wis., and see what it was all about. Persistent and persuasive publicity propelled me thither.

SOMETHING DIFFERENT IN DISPLAY

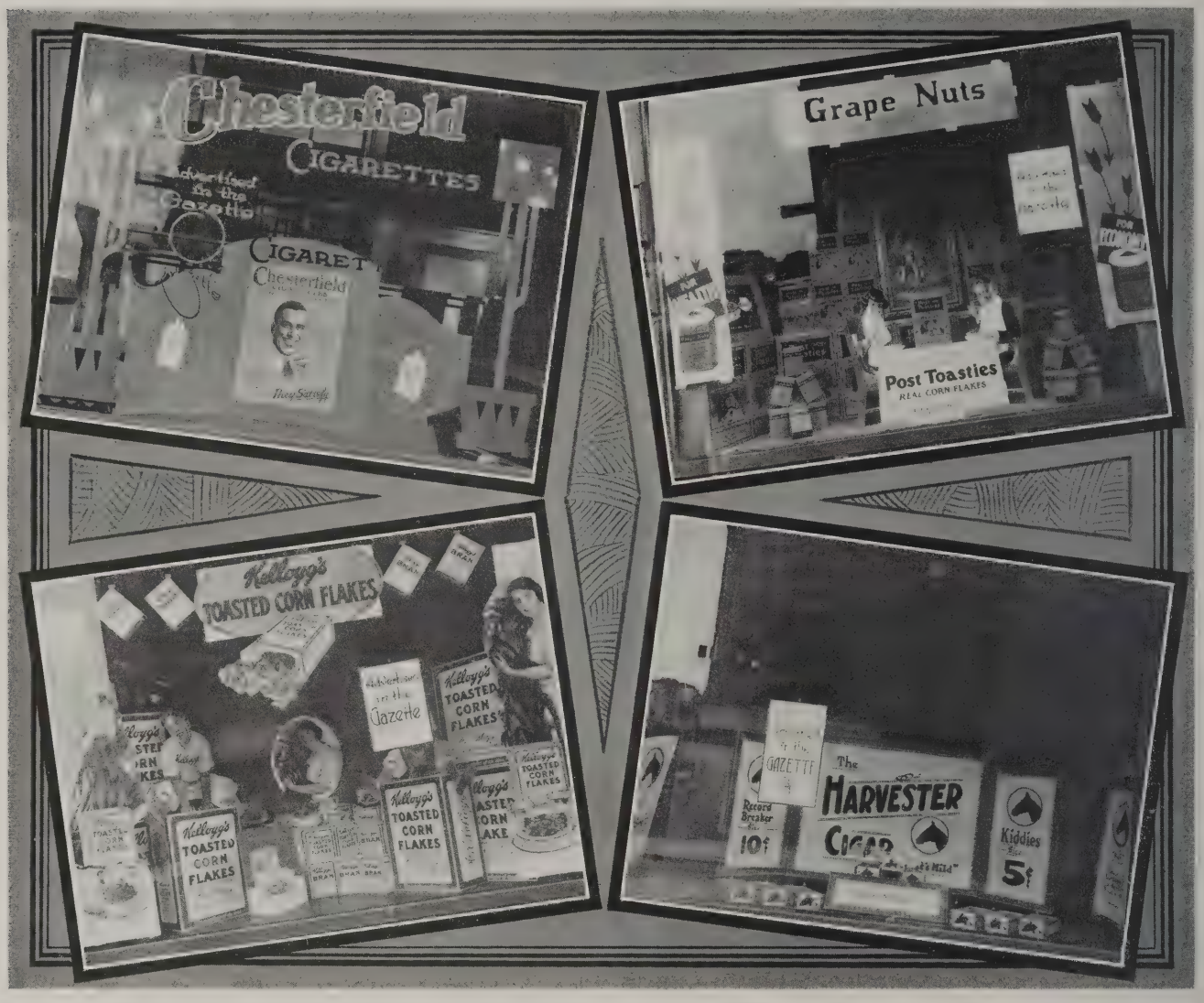
When the taxi-man set me down before what he told me was the office of the Janesville Daily *Gazette*, I thought that there was some mistake. In the show window before me was a splendid display of a well-known grocery specialty! Yet a metal sign told me that this was my destination. Accordingly I entered and was cordially greeted by H. H. Bliss, owner and business manager of the paper.

"That," said Mr. Bliss, anticipating my query with regard to the show window, "is a part of the work of our service department and is a factor in our merchandizing plan."

Home of the Janesville Daily Gazette

"But I expected to find only a newspaper here," I remarked. "Sounds more like an advertising agency." With zest Mr. Bliss started to elucidate and his words could form a commercial sermon for many a paper.

"To succeed today a newspaper must be a commercial institution," said Mr. Bliss. "Conditions of ten or even five years ago in newspaper publishing are useless criterions. Today and tomorrow are all that a publisher can now consider. It has become the function of the newspaper to be a serious and constructive factor in merchandizing.



Specimens of Recent Window Displays at Gazette Office

"Newspapers run on the basis that 'Poke Easly dropped in to the office today with a bushel of potatoes and renewed his subscription for a year,' are quite out of date, just as are papers which believe that their mission ceases with them when they simply chronicle events of the day.

"Knocking at our doors are the big producers of commodities. It is our work to help remove merchandizing obstruction. We believe that we have found the way to do this. In the first place we do not recognize 'city limits.' We cover a large trading territory which includes sixty-five million dollars' worth of farming district. We make it a point to let big producers know this and have developed a service department to help advertisers who come to this market. For instance, when national copy is placed in our columns we notify merchants in this vicinity and solicit their individual copy to appear at the same time. Then we devote space in our window for a good display.

"This really valuable window display is offered free of charge to advertisers and our service man arranges the window with care to make it most attractive. Upon request he will also decorate the windows of the various stores, supplying hand-lettered signs and decoration.

"Does it pay? It certainly does. Such co-operation not only invites the national advertiser, who sees that he is getting more than just white space in dealing with us, but it also is gladly hailed by the merchant, although it did require some educational work to show him the value of the idea at first."

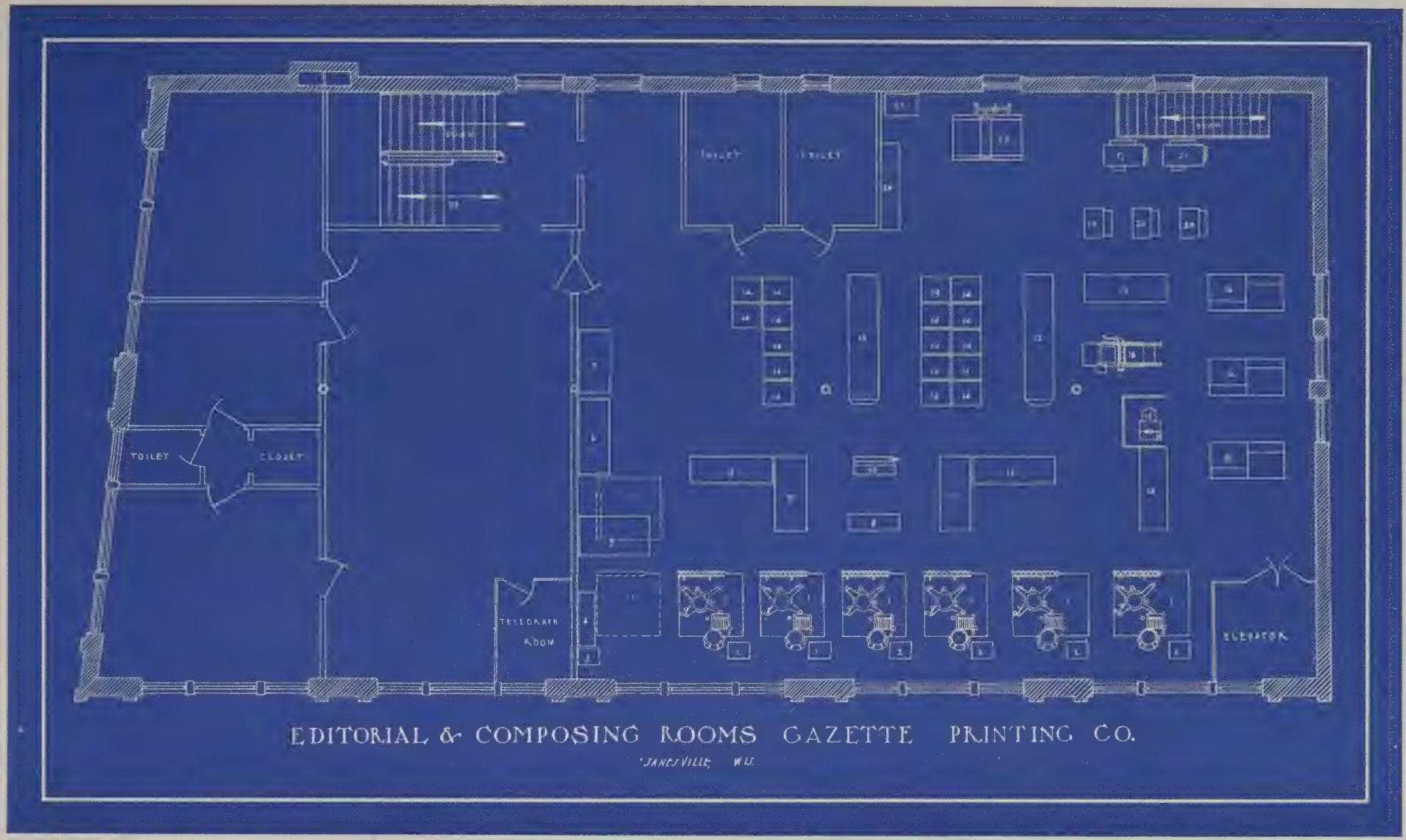
Mr. Bliss then pointed out that increased business in the advertising columns helped to build the paper in regard to news service. Said he: "Added revenues allow us to make a better paper for our readers, through extending our news gathering facilities. Take the matter of farm news, for instance. This is a department more important than generally is considered. What is there in the average paper to really interest the farmer? He is not interested in local news and he has several sources of national news. In his farm journals he gets all of the academic information that he needs. Recognizing this, we have developed a farm news department which is of real interest to every farmer in this territory.

"We have one man who specializes on farm news. He attends every gathering of the farmers and interests himself in their problems. Right now he is aiding them in organizing the tobacco growers so that they may receive a just return on their labors. Our live farm news department has been so successful that you could not drag a farmer from his position of allegiance to this paper.

"We have realized that this paper, or any paper in a community of this kind, must do more than just publish regular editions, gotten out on the old lines. We have made our paper a commercial institution."

A Business House Plan

As might be expected, every department of the Janesville Daily *Gazette* is well planned and organized for the efficient transaction of work. On the main



Layout prepared by the Engineering Department of the American Type Founders Company.

KEY TO DIAGRAM AND LAYOUT

1 Linotypes
2 Linotype Copy Cabinets
3 Matrix Cabinet
4 Linotype Parts Cabinet
5 Linotype Work Bench
6 Proof Reader's Desk
7 Foreman's Desk
8 Copy Rack
9 Dumping Table
10 Electric Proof Press
11 Correcting Table
12 News Assembling Tables
13 Make-up Tables
14 Make-up Trucks
15 Ad Dumping Table
16 Type Cabinets
17 Saw
18 Proof Press
19 Ad Assembling Table
20 Ludlow Cabinets
21 Ludlow Machines
22 Matrix Rolling Machines
23 Mat Dryer
24 Bin Storage

floor is the business office of the "open type," with the classified and display advertising departments immediately behind a general counter which encircles the room. To the left are the enclosed offices of the business manager and the advertising manager.

The front part of the second floor is devoted to the offices of the editor, sporting editor, telegraph room, reading room and library and a well equipped file room and morgue. Copies of the paper since its earliest days of publication are available in an instant, as are engravings which have been used in the past.

Occupying the remainder of the floor is the composing room. Three intertypes and three linotypes are placed along the wall where a row of windows provides excellent light at all times. Two Ludlow machines and three Ludlow cabinets comprise the remainder of the machine type setting equipment. Complete Hamilton composing room outfitting, selected and placed to the best advantage, makes for efficiency. A Wesel proof press is used. The metal room is equipped with a Wood and Nathan Ingot furnace.

A linotype parts room with shelves and bins carefully labeled is interesting.

One item of equipment which is of interest is a five-shelf stand for leads, rule and furniture. This was designed by Mr. Bliss but the idea might be copied to advantage by any shop. The shelves are arranged on a metal frame in such a manner that the contents are displayed, labeled and accessible with the least effort. It's something different. Said Mr. Bliss: "That rack could be built by some manufacturer and he would find ready sale for it."

The pressroom and stereotype departments are found in the basement of the building. A three-deck tubular Duplex press merrily rolls off the daily issue which is carried to the distributing and mailing tables right at hand. The carriers' room is served through a partition near the tables. The ingenuity of the management is again shown on the press which has been equipped with a unique "home-made" re-winder for stub rolls of paper, allowing the full use of such stubs and making it unnecessary to throw on a new roll so frequently, while reducing white paper waste to a minimum. Duplex dry mat molds and trimmers are used exclusively in the preparation of the stereotypes.

A space for paper storage is provided beneath the sidewalk while an outside stock-room is kept filled with surplus.

Altogether the arrangement and equipment of the entire plant is ample, efficient and businesslike and it is noticeable that the employees seem to work with real spirit. It may be supposed that conditions are agreeable when one man in the mechanical department has just been pensioned after fifty years of continuous service with the paper.

THE MEN BEHIND THE PAPER

The men who pilot the *Gazette* are H. H. Bliss as publisher and business manager; Thos. G. Murphy, advertising manager and Stephen Bolles managing editor, forming a trio of real businessmen who know, not alone how to produce a real newspaper, but also how to make it pay and be a constructive factor in the commercial growth of the community it serves.

Mr. Bliss is well known as the secretary of the Wisconsin Daily Newspaper League. This is an organization including thirty daily newspapers throughout Wisconsin, which has proven very successful. Reprecenting 1,125,000 buyers, this group offers to the advertiser a combination advertising rate, massing a big market and making it easy for the advertiser to cover this field with the minimum of effort and expense.

The Janesville Daily *Gazette* is a venerable paper having been started seventy-seven years ago by Levi Alden and A. E. Stoddard. In 1883 it was taken over by Howard F. Bliss, father of the present proprietor. Yet this paper has the spirit of youth. The reason may be found in the prevailing sentiment of the office and which was expressed by Mr. Bliss. I commented on the prestige which so many years of publication must lend to a paper.

"That does not necessarily mean a thing," said Mr. Bliss. "A paper must have more than age. Too often, publishers are inclined to rely on past prestige and laurels. As a matter of sound truth, a newspaper one year old, if it is up-to-date and hustling, is worth more to any community than the patriarch paper which was first issued on a hand-press and has failed to keep—not just up to—but decidedly *ahead* of the times."

Co-Operative Printing and Publishing Successful

John H. Leighton Credits Business Philosophy For Strong Development of an Unusual Institution Built on "Giving" Rather Than "Getting"

THE Leighton Co-operative Industries of Los Angeles and San Francisco, controlling, among other things, a successful printing and publishing business, has succeeded so amazingly, by following a certain line of endeavor—a radical departure from the usual—that the story seems well worth-while passing along.

The Leighton enterprises consist not only of a thriving printing and publishing business, but have broadened out in the past six years, until they now control in Los Angeles and San Francisco a chain of markets, cafeterias, laundry, tailoring, dairy lunch, and packing businesses.

John H. Leighton's story is a revelation—and yet it is based on the simplest of precepts. It not only applies to the printing and publishing business, but has proved phenomenally successful wherever applied.

In 1916, John H. Leighton started in business with an investment of three thousand dollars in cash, and twenty employees. At the present writing, the company has an invested capital of over a million dollars, and more than a thousand workers.

The outstanding characteristic of this concern is the fact that the workers have advanced ninety-five per cent of the money invested, while Mr. Leighton, the founder, has advanced only five per cent, and receives only five per cent of the profits.

The Leighton plants are located in San Francisco, Los Angeles and Oakland, and include seventeen distinct business units, and twenty places of business, including a thriving printing and publishing business. The interesting and important thing about this concern is the idea behind it, and the vast possibilities for good which the idea means for the world at large. The business is not a partnership or corporation, but the individual business of Mr. Leighton, and his employee associates.

If you are a printer, and own five per cent of the

stock, you are just as much a "boss" of the concern as the next fellow—and so they are all "bosses"—even down to the "copy boy," and the proof readers. Also, these "bosses" receive regular salaries equal to, or in excess of, salaries paid for similar work elsewhere.

Here is Mr. Leighton's own story, which he has termed "A New Remedy for Business Disorders." Every word of it, which is given verbatim, with all due credit to Mr. Leighton, is inspiring in the extreme, and no one can read it without being profited and benefited—whether a printer, working on the usual "scale," the editor of a small-town newspaper, or the head of a big printing establishment. The fact is, that the plan has, and is, working successfully, and that in six years it has proved itself, by a growth of from three thousand dollars, the initial capital, and twenty workers, to an enterprise capitalized at over a million dollars, with one thousand employees, or "bosses," sharing the profits. Mr. Leighton's "secret" is here revealed:

"With all we hear about disease and diseases," he states, "there is one malady that for some strange reason is never mentioned. I don't think you will find it in any of the medical dictionaries, and the doctors know very little about it It is a regular dis-*ease,* however, and numbers its victims by the millions.

"This is the *'getting'* disease, the disease of *getting;* and I speak of it here as it is especially virulent in the business world of today From this fever no one is immune. It attacks the employer and employee alike, capitalist and laborer; editor and printer, high and low alike.

"It is the insatiable desire to *get* something. From the time he opens his eyes in the morning, until he closes them at night—and sometimes during his sleeping as well as his waking hours—the victim of this disease is trying to *get* something. His whole day, his whole life, is ordered and arranged along lines calculated to *get* something. The disorder has made such headway that nearly all business is saturated with it, making great areas of the commercial world rancid and offensive in the extreme. It has become an axiom, even among reputable business men, that the thing to do is to get while the getting is good. So it goes on and on, this race to get something; and as the disease develops, the getting fever rises higher and higher until it all ends in bitter disappointment, suffering and frequently in tragedy.

"Now what of the remedy? It would be a shame to describe the ravages of this disorder if we did not at the same time point out the remedy. And fortunately this disease has a remedy—and that remedy is GIVING.

"Do not jump to the conclusion that I have any reference to sentimental giving. I do not refer to gift-giving, or alms-giving or money-giving, or running around trying to give somebody something, or to be doing something for somebody; for that is itself a disease, extremely annoying at times, but not so deadly as the 'getting' disease. What I do refer to is the most practical kind of a business principle. And when properly applied this remedy will knock the underpinning out of the most ambitious getting fever you ever saw.

"The efficiency of this remedy, and its priceless value to the individual, and the community, have been *proven* to me in so many and in such unmistakable ways, that it is my duty to speak up, and tell the world what I have discovered about it.

"It is one of the evils of the 'getting' disease that it prevents us from getting the things we really need and ought to have, and prevents our enjoying them when we do get them. Every one needs, and ought to have a useful occupation, plenty to eat and wear, comfortable surroundings, wholesome recreation and opportunity to improve himself in all ways. Getting these things in the right way is not at all symptomatic of the 'getting' disease.

"We started in trying to give better *service.* We tried hard to start the day in our plant by forgetting what we were going to get for our printing and other work, and see how much we could 'give' for that day. We tried to 'give' up the idea of doing just enough work to 'get by,' and we endeavored to cultivate the habit of doing *all* the work we could do. We thought about it and talked about it, day in and day out, until I dare say some of our people were thoroughly sick of co-operation.

"Anyway, we kept on talking co-operation, trying to get the printers, and others, to forget about 'getting' for a few hours, and to 'give' all they could, not to hold back but to push on, not to sulk and pout but to keep busy and smile; not to sneak off around the corner and take a smoke, but to stand right up to the work, during working hours.

"Slowly the idea began to take hold. It gradually began to dawn upon us that we were dealing with an extremely *powerful* business principle.

"We do not pretend that we have gotten very far, or have accomplished very much, but we have done enough to *prove* the principle, and that is a *great deal.* We have found out that we are going in the right direction, and that all we have got to do is to keep on. And the essence of the principle, as I have said, is 'giving,' right giving, giving service, giving opportunity to others, giving courtesy, kindness and consideration, giving others credit for good motives, giving the other fellow the benefit of the doubt, giving here and giving there, giving morning, noon and night—but never 'giving up.' And as we have gone along working in this way as best we could, our workers have grasped something of the philosophy of the thing, they have come to understand, in a measure, that it is the principle of proper human relations that we are dealing with, and that it *always* works in the degree that it is applied.

"The result of our activity along this line has been a revelation. We have found that in the degree that we could bring ourselves to 'give' unstintedly and wisely, in that same degree have we been able to 'get.'

"To what extent we prospered financially last year, has been already stated. This means that by reason of the 'giving' remedy to the 'getting' disease we have so allayed the fever of gain-at-all-costs, that we have been able in a single year, to put nearly half a million dollars into our pockets. In April we passed the million mark in amount invested, and the thousand mile-stone in number of workers.

"The reason for this growth—I will say for the benefit of those not familiar with our plan—is of course the co-operative, work-together idea which greatly increases the productivity, and hence the profits, of our organization. Important as this financial prosperity is, however, it is of small moment compared to the mental and moral results that are being realized from the application of the 'giving' remedy to the 'getting' disease. Like the pioneers, who crossed the American continent, after struggling painfully and uncertainly over rough places, they finally came out upon a broad and beautiful expanse of territory full of brooks and game, and the land stretching away to still more pleasing fields.

"Well, we are pioneers to a new land of industrial relations and conditions, and we have experienced the same uplifted thought and feelings that the American pioneers felt when they began to reach the promised land. Workers who never knew there was anything in life for them except a living wage and a narrow outlook, have through our plan come out upon the broad plateau of prosperity and enlarged opportunity. Prejudice, suspicion, hatred, etc., which flourish in the crevices of a narrow outlook, and which cannot live in the deep rich soil of *real* co-operation and prosperity, are passing from our workers' consciousness. And as these weeds of thought die out of their mentality, they naturally and automatically become more self-reliant, able to exercise better judgment, broader minded and hence less selfish, and better citizens. It is the gaining of these mental results first, that enables us to secure the financial returns."

How Smaller-Town Printers May Advertise

Merchandising Plans and Constructive Ideas In Selling Product of Your Plant Help to Produce New Business and Stimulate Sales Among Regular Customers

By ROBERT F. SALADE

PRINTERS of the smaller towns and cities can advertise just as advantageously as the printers of the larger cities; in fact, the smaller-town printer is often in a position to conduct unusual but inexpensive advertising campaigns which are bound to gain for him a certain amount of new business. As a general rule the manufacturers, merchants and other business men of the smaller towns are progressive enough to recognize the high value of direct-by-mail advertising literature, and they are quick to order printed matter of this class when it is designed to fit the particular requirements of their business.

This same statement applies to other forms of printed advertising, in addition to direct-by-mail advertising, such as for example: Lithographed fans and calendars, imprinted with the name of the advertiser; lithographed and printed blotters; telephone call slips, odd-shaped cutouts, wall cards, etc. Advertising matter of this variety is always popular in every part of the country but it seems to be exceedingly popular in the smaller towns.

The smaller-town printer should plan and design his advertising matter in such a way that it will be the means of suggesting the same ideas in advertising to the recipients. For example, one printer frequently distributes telephone memorandum slips, in pads of 50 sheets each, to the business men of his locality, and this idea has led up to numerous orders for the same kind of advertising matter as well as orders for other kinds of printing. Among the recipients of these telephone memorandum pads was a doctor of optics. One day he called upon the printer and placed an order for several thousand of the slips to contain his own business card neatly printed at the top of each sheet. The printer then offered the doctor a suggestion for distributing the pads which at once was adopted. This suggestion was that the pads be placed in the public telephone booths in the neighborhood of the doctor's office. This proved to be a most successful plan. The people using the public telephones in drug stores and other establishments frequently needed a sheet of paper for jotting down a number, names, and so forth, and there near the telephone receiver was a memorandum pad ready for use.

It was an excellent form of advertising for a doctor of optics because he is offering professional advice to the public in general.

There is one line at least which a printer can advertise to everybody in his town, and this line is known as "Home Stationery." A number of printers are specializing in this class of work and the advertising is done by means of printed samples of envelopes, notesheets and correspondence cards, the samples being mailed to householders or to the public in general. Business and professional folks are also using private stationery of this character, and while it is true that much of this kind of stationery is die-stamped, it is also a fact that a considerable portion of it is printed from type. When the printing is rightly done it compares favorably with the engraved or die-stamped product.

In cases where the customer desires to have the stationery plate-printed or die-stamped, the printer can arrange with a trade engraver to care for such work.

In advertising the home stationery line the printer first has a few hundred sheets neatly printed with the name and address of some person, these sheets to be used as samples. The name and address should be printed in good black ink, and in small-size characters such as 10-point Engravers' Text, 6-point Plate Gothic, 8-point Goudy Oldstyle, or other type appropriate for the purpose. This printing is done on the front of each folded note sheet, and the same form is to be used for printing on the envelopes, and also on the correspondence cards, if such cards are wanted by the customer. With each sample the printer is to enclose a letter, circular or printed slip, explaining that he will furnish a certain quantity of the "Home Stationery," printed with the customer's name and address, and packed in a nice paper box, for the special sum of $.... This price should be fixed to give the printer a fair margin of profit, and on account of each order involving about the same amount of stock, composition and presswork, it is possible to set a standard price. The samples are mailed to a selected list of prospective patrons, and additions are made to this list as the business develops. By printing small "over-runs" of note sheets as regular orders are being completed, the printer will soon have a substantial stock of samples. The samples may be mailed out during any time of the year with the assurance of returns, for it is a line that appeals to the great majority of people, and nearly every person likes to own his or her own private stock of social stationery.

Located in a well-known medium-size town is a printer who is following modern advertising and selling ideas. Among the different kinds of publicity being used by this man is newspaper display, direct-by-mail advertising, and novelties such as cardboard fans, wooden rulers, pencils, calendars, and wall cards. Some months ago this printer bought a few hundred lithographed paper-board fans from one of the paper supply concerns; had them imprinted with his business card, and then had them carefully distributed to storekeepers, dealers, and other business firms of the town. This good-will advertising eventually brought to the printer substantial orders for the lithographed fans from two operators of moving picture theatres, three dancing academies, and from more than a dozen of the local merchants. Later on orders for the fans were received from one of the banks and from a dentist who believes in popular advertising.

By the simple process of distributing lithographed blotters, pictorial calendars, interesting wall cards, memorandum pads, greeting cards, etc., among the class of people who themselves could use these same kinds of novelties to advantage, this printer is gaining numerous orders for all the things mentioned. It should be understood, however, that this advertising matter is given out personally by the printer, or by his salesman, and the merits of it are fully explained to each recipient. The psychology of the printer "taking some of his own medicine" has a most remarkable effect upon the business men interviewed, and the orders come as a natural result

It goes without saying that the average smaller-town printer cannot afford to advertise in a large way, but that does not mean that he should avoid doing any advertising. Most important of all considerations he should advertise to the best of his ability among the business interests of his own community, and as his business expands, he should increase the advertising accordingly. Plain, simple forms of advertising matter

are best for the purpose of the country printer, such as folders, mailing-cards, imitation typewritten letters, etc. The appearance of this matter should always be attractive, and the "copy" should always be interesting. It is not sufficient to print on a blotter merely a few lines like: "John Downing, Job Printing, Quakertown, Pa." That is called "tomb-stone" advertising, and it will never accomplish much in the way of salesmanship. Each piece of advertising literature, whether it be a blotter or a catalog, should convey a message to the recipient. For instance, one printer who is specializing in business stationery recently sent out mailing cards worded as follows:

"Your business stationery is important. It should be neatly printed on a good quality of paper stock. More than this, it should be printed in a style which will reflect the personality of your house. A business concern is often judged by the appearance of its business stationery. You cannot afford to use cheap stationery anymore than you can afford to wear common, ill-fitting clothes. We are specialists in the production of fine business stationery, and our long experience should be of value to you in preparing new and pleasing designs for your letter-heads, note-sheets, bill-heads, statements, envelops and business cards. Consult us."

This is simply a suggestion for the kind of "copy" that the smaller-town printer should use for his advertising matter. With the right thought and with well-chosen language it is possible to make even a small envelope inclosure exceptionally interesting.

Speaking of envelope inclosures, this is one form of advertising which all printers may use with good results, yet it can be produced at comparatively small cost, and no postage is required to mail it, as it "travels free" with letters, bills, and statements. The average "stuffer" is just about large enough to fit easily in a No. 6½ envelope. When printing regular orders for labels, booklet covers, program covers, tickets, forms, etc., it is often possible to print the envelope inclosures in the same forms on the extra blank margins of the stock. Waste trims of cover stock, fancy colored paper, antique stock, label paper, book paper and other waste ends of many different varieties, can often be utilized for printing very attractive inclosures. No printer should ever mail a letter without putting into the envelope one or more inclosure slips. Many of your customers would be willing to use this same kind of advertising matter if you are ready to "sell' them on the idea.

There is nothing like a printer setting a good example for his customers to follow: For his own business a certain printer was using letter-heads, bill-heads, statements and envelops, printed on pale blue bond paper in three different colors. The design of the typography was strikingly beautiful, and the color scheme was very pleasing. One morning a "class A" customer remarked to the printer, "Walter, your business stationery is certainly attractive. The style of the type arrangement just hits me right, and the colors are pleasing to my eye. I wish that I had a complete set of stationery like it, but I suppose that you would not like to have another firm use the same design?"

"Why not?" responded the printer. "You may have the same kind of paper, the same style of typography and the same color scheme. I am greatly pleased to learn that you like my business stationery." The result was a substantial order for letter-heads, bills, statements and envelopes, printed in the style referred to. It has been well said that high grade, attractive business stationery is one of the best forms of advertising, and here is one case at least to prove that statement.

Another printer was using a handsomely-printed shipping label, done in two colors and black, and it created some favorable comment among his patrons. So pleased over the design of this shipping label were several customers that they eventually placed orders for the same style of product. This was a compliment to the printer and he was intelligent enough to appreciate it.

No matter how modest and limited in size a smaller-town printer's plant may be the printer should believe in advertising. The one and only way to make your business grow lies in advertising it continually among the business folks of your locality. Bright, interesting advertising literature, such as folders, booklets, mailing cards, letters, etc., will soon win patrons for you, and the more you advertise the larger your business will grow. Your local newspaper is an excellent advertising medium, and if you make your newspaper ads carry real messages to your fellow-townsmen—messages explaining the great utility of high grade printed matter—you are bound to get returns.

Every printer should read and study the best books published on the science of advertising. The printing trade magazines are also of great help to the printer who will only read them.

A Good Compositor

(Adapted from hanger used by the Yale University Press, Connecticut.)

STARTS work with clean decks, putting in its proper place all unused material before going to the foreman for the next job.

Listens attentively to the instructions of his foreman after he receives the instruction envelope.

Reads *carefully* every item of instruction on the instruction envelope—if he doesn't understand, he "gets things straight" before going ahead.

Calls the foreman's attention to inconsistencies (if any there be) in the instruction envelope, the layout, or the copy.

Studies the layout (when one is furnished), or drafts his own, before setting a line of type.

Sees that all material required is on hand before beginning work.

Assembles all necessary cases, rules, leads, slugs, cuts, and sorts in advance.

Trains his left hand, while holding the stick, to follow his right, thereby shortening the distance the type travels from case to stick.

Spaces each line so carefully that the form will "lift" without the necessity of plugging with "dutchmen" when it reaches the stone.

Reads each line carefully and makes corrections before spacing.

Pulls his proofs as skilfully as though he expected to do the proofreading himself.

Notes the proofreader's marks and makes corrections promptly, checking back to see that no corrections have been overlooked.

Keeps time of "office corrections" distinct from "author's alterations."

Marks the storage galley section number on all proofs.

On finishing his job, sees that time of completion and job number are correctly recorded.

Always bears in mind that for every minute used in making corrections, two minutes of properly chargeable time are lost to his employer.

THE NATIONAL PRINTER-JOURNALIST

Established in 1883 as The Printer and Publisher

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by

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H. A. APPLE - - - - - - - - - Editor and Publisher
E. G. MYERS - - - - - - - - - Associate Editor
H. J. LARKIN - - - - - - - - - Managing Editor
F. L. GOULSTON - - - - - - - - Advertising Manager
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CHICAGO OFFICE—
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743 Webster Bldg.
Van Buren and La Salle Sts.

DETROIT OFFICE—
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516 Leightner Bldg.,
242 La Fayette Blvd., W.

CINCINNATI OFFICE—
D. L. PROUTY,
505 Lyric Bldg.

ST. LOUIS OFFICE—
M. M. SHURMAN,
713 Star Bldg.

WESTERN REPRESENTATIVE—
C. M. MINIER,
510 Title Insurance Bldg.
Los Angeles, Cal.

513 Pacific Bldg.
San Francisco, Cal.

405 Walker Bldg.
Seattle, Wash.

To save delay send all general and subscription communications to the main office at Milwaukee, Wis.

SUBSCRIPTION RATES

In the United States, Cuba, Mexico and Canada, $2.00 per yr.
Foreign subscriptions, $3.00 per year.

MILWAUKEE, WISCONSIN, JUNE, 1922

Over the Top and Going Well

PRINTING, the mother of progress. This, in epitome, supplies not only a slogan for the graphic arts industry, but a forecast of general business conditions as well.

There is no better barometer of reviving business—and none surer or more precise—than is supplied by the printing industry. Perhaps one of the first industries to feel the effects of a cessation or slackening, printing is also the first to point the way to improved conditions. As in past instances, printing "shows the way." A marked revival has set in. All sections of the country are feeling its revivifying effects. Printing plants everywhere are busy, and getting busier.

Do you doubt this? Do you seek confirmation? Then scan these paragraphs:

R. Hoe & Company have on their books orders for over $2,000,000 of newspaper pressroom equipment.

The Goss Printing Press Company is not playing second fiddle in the resumption. They have well over a million and a half in orders for Goss presses on hand.

Duplex, in Battle Creek, furnishes a chart of the conditions of business by coming through with the news that they never have been busier than right now. Orders are on hand that are making their engineers "figger" and plan to meet shipping dates. Smaller newspapers are buying rotary equipments as never before.

Composing machines don't have the habit of going into places where there is no need of them. It isn't at all singular, therefore, that multiple magazine linotypes are going out at a rate that is taking the capacity of the big factory at Brooklyn. Intertype, just closing the most successful year in its history, is finding it hard to keep pace with orders coming in since March 1. Linograph foreign business is showing a big increase, disproving the theory that foreign countries are bankrupt. Monotype is working to capacity, and all salesmen report rehabilitation of old equipments, additions and new installations. Ludlow is selling elrod strip casters to the capacity of the new addition recently completed to its factory in Chicago, and the Ludlow itself is jauntily stepping along with its best sales records.

Miller feeders, right now, are reported to be selling as briskly as during the press-stress of war days.

The offset press manufacturers all report a tremendous increase in business the past few weeks.

The above are only a few instances of a healthy revival. These we have come in contact with. Yet they represent only a part of the manufacturing activity devoted to serving the graphic arts industries. What activity is rampant among the remainder doesn't matter, so far as a general forecast goes, because if business is good among the leaders, it follows business is good with all.

Atop of this is the report in financial circles that we have seen about the lowest rates to which money is likely to go. Why? Because the world's total demands for capital are beginning to be enormously heavy. This portends an expansion of industry. The electric industry alone, according to B. C. Forbes, financial authority, computes that it will need $750,000,000 new money annually for five years. The borrowing of railroads

will be limited only by their ability to attract funds. Notwithstanding the coal strike, railway traffic returns show a substantial increase. Mail order houses report running ahead of the previous twelve months' figures for the first time in two years.

These conditions do not "just happen." They are the surest indication we are on the wave of healthy, substantial resumption. But stagnation and lethargy are giving way before signs of healthy activity. And the barometer indicates fair weather ahead.

It behooves the master printer and publisher—the men with vision—to place their mechanical equipments in condition now. Buy judiciously—but buy. Buy equipment you need. Select it carefully because of its productive ability. Modernize your plant. Get everything in order, and you'll find the business to keep the plant busy is right around the corner.

The Editor in a New Role

FOR generations the editor of the smaller newspaper has held an honorable position in his community which, while it was an estate which was respected and honored, was also one of no great commercial importance nor productive weight.

Considered aesthetically, the editor held a fairly high and secure situation. He it was who was called upon to indite and sometimes even deliver the more sentimental expressions at public affairs of the community; his learning and counsel often were sought; he was esteemed as a writer, which quality often suggests something of awe to the less lettered.

Yet, as a business factor, or as a figure in the marts, his activities were considered limited to the state of being merely a scribe who wrote of the achievements of others. In short, he was a likeable chap, worth cultivating; learned but limited; an aid and advisor, but not a doer of big things.

That was the average editor considered in the past tense. The alert editor of today has learned, or soon should learn, that his paper is the logical center of development of its community. In civic or commercial affairs, the local newspaper should be the most potent influence in progress and building. It should serve the purpose of chamber of commerce, publicity bureau, "booster club" and merchandizing department for the entire community it represents.

There are many ways in which these things may be accomplished. Some of them are told elsewhere in this issue, in an interview with the publisher of the *Daily Gazette*, of Janesville, Wis. This publisher tells how he has made his paper a "commercial institution," devoting effort toward wide publicity for the represented district and giving broad cooperation to national advertisers who come to this market.

Beside this, the complete aid of the paper is given to local merchants in helping them build their business. From just a newspaper, this has become a merchandizing bureau and incidentally, the resultant growth of the community is reflected in the development of the paper.

The successful editor of today must be a business man. He can no longer be content to sit in his office writing the news of the community or pouring out his heart in an editorial having to do with the activities of the state assemblymen.

There is bigger and better work for him to do. He must become a business executive whose field is the commercial development of his section through broader relations with the country at large. He must be out and fighting for his community's share of the distribution of patronage by the large advertiser. His sanctum must become a headquarters of commerce.

In this new and necessary role the editor will really be doing something of big worth. He can not lose, for though first fondness be for the producing of a newspaper, he will find that his paper will thus prosper and grow. Indeed, in these days, it can grow in no other way.

The editor has become a business man.

God's Gold

By JAMES EDWARD HUNGERFORD

Happiness don't cost a heap,
But it's somethin' you can't keep;
If within your heart's a son,
You can hold it just so long;
But don't try to keep it there—
It was made for *all* to share,
An' it don't belong to you—
God wants *us* to have it, too.

If you're thinkin' kindly things—
Little thoughts, with angels' wings—
Turn 'em loose, an' let 'em fly
At us fellers passin' by;
Give 'em to us, with a smile;
Let us keep 'em for a while,
Then we'll turn 'em back to you—
An' some *others* with 'em, too.

Misers they can hoard their gold,
An' it's somethin' they can hold,
Without *hurtin'* you, or me—
If they want it—let 'em be;
But no one can *happy* live,
If they "git"—an' never *give*,
So when God show'rs gifts on *you*—
He wants *us* to have 'em, too,

MACHINE COMPOSITION

Hand Composition Rapidly Passing

Publishers Who Know Possibilities of Modern Composing Machines Taking Advantage of Productive Versatility And Time-Saving Elements Afforded

By JACK OAKLEY

IT isn't a far cry from the day of the hand-set newspaper to the marvels of mechanical production now issued daily from the modernly equipped newspaper plant. Yet, though statistics of composing machine manufacturers show that sales of their product in the past five years have been almost wholly of the multiple-magazine variety, there are hundreds of users of these machines who are not capitalizing the advantages they afford. This may be due to one of several reasons: 1. They are improperly equipped when the sizes and faces of type are selected, when purchase of the machine is made; 2. They have too much composition for one machine (applying in the case, of course, to single machine installations) and not enough for two machines. This condition throws display matter on the hand side; 3. They do not know the possibilities of the multiple-magazine machine; 4. The operator's craftsmanship is not flexible enough to reach beyond the pale of straight-away composition.

Neither of the conditions above mentioned are tenable. All of them are the cerements of former methods of doing business. They have no place in modern newspaper-making. To explode any theory that either may be the haven for an excuse, we might analyze them. In the writer's judgment they would line up about as follows:

1. To purchase a multiple-magazine composing machine without taking inventory of the use to which the contents of any magazine are to be put is a business error. Many a small-town publisher and printer buys a composing machine but once during his business career. His selection of the machine and the faces is therefore of greatest importance. Isn't it logical that he takes account of the possibility of his business growing, and that expansion will be necessary? Also that he knows, or should know, the type demands being made daily by business needs, and that knowing this, he is, or should be, able to judge what sizes and faces of type the machine should supply him?

2. No surer dividend payer was ever placed in the mechanical department of a newspaper or printing establishment. Any newspaper having more than enough composition for one machine and not enough for two, and limps along with one, makes the admission that its publisher admits his inability to create new business, and really stands in his own light as regards advancement.

3. Multiple-magazine composing machines have been in the market some eight years. To be in the printing business and not keep pace with developments of modern equipment is like a manufacturing plant starting out with a new factory and equipping it with out-of-date machinery that will not permit of production to enable the concern to compete with others in the business. Failure is the inevitable result. The successful printer and publisher invariably knows what's new in the market; whether it has productive merit and other details that will supply him with a concept sufficient to form a basis of judgment.

4. Though the operator does not possess the versatility to reach beyond straight-away composition, it does not imply that it is a screen behind which the employer can hide. Some of the best operators in the country were produced by master printers and publishers who knew the possibilities of modern composing machines, and were able to impart this knowledge intelligently to their operator. The employer interest in the employe may not have been a part of the craft in years past. Unfortunately it has been a sorry oversight. Yet no matter what has been the contact between the employer and the employe in the past, future progress and welfare of the industry demand that the two manifest a closer interest in each other. This is especially true of the employer's relation to the employe. You will say that the condition of the labor market is and always will be a working out of the law of supply and demand. That is true. Yet the "supply," so far as craftsmanship goes, is in your hands, and it is for you to manifest a wholesome interest in the employe, to the extent that he will lift himself up by his bootstraps and emerge into a new order of craftsmanship because of the manifestation of interest you display in him. Make him appreciate that his success is in his hands, and that his interest in himself should impel him to seek a higher level in craftsmanship. He may cost you more money in salaries as his proficiency increases. He's worth it, both from the productive viewpoint and better citizenship.

It may not be axiomatic of composing machines, yet the laws of alchemy cannot defeat the thought: "Take good care of your composing machine; try and get as much good work out of it as the maker built into it". If the engineers and developers of multiple-magazine composing machines built these marvels, it goes without saying they had vision; that they investigated the needs of the industry, took account of increasing demands, and then set about to work them into machines so flexible and withal so simple that they would be practicable.

No printer or publisher who uses multiple magazine composing machines, or is contemplating their installation, should remain unacquainted with their possibilities. Hand composition is expensive; distribution is most expensive of all, since there is not one moment of chargeable productive time associated with it, and therefore a dead loss. And since it is true that every line of machine-set type is a line of distribution saved, it would seem that this would be a valuable motto to frame and hang above the desk of the man in every printing plant who has anything to do with marking up copy for the composing room, as well as to drive this thought deep into the memory of the composing room executives

"Mission, Home of the Grapefruit." See Mission and Sharyland First
The Mission Times
MISSION
DISTINGUISHED VISITORS TO BE IN MISSION FOR COMMENCEMENT
Dr. Robert I. Vinson, President of the University of Texas, and Bishop Clinton S. Quinn Will Address the Graduating Class Here
Prominent Mission Business Woman
THE TIMES NOW HAS THE MOST MODERN SHOP IN THE VALLEY
With the Installation of Our New Model Eight Linotype We Are Now Prepared To Handle All Classes of Work on Short Notice
A County Highway Being Mapped Out
FERGUSON IN STALLED LAST FRIDAY NIGHT
BERRIES PROVE MONEY MAKERS IN THE VALLEY
O'Brien Will Win Says R. H. Faxon
Texas is Spending Millions On Roads
Co. Inspector Watches First Cattle Dipping

R. A. Jeffreys, foreman of the Times Publishing company, Mission, Texas, submitted the above as an example of an all-machine-set first page, produced on a three-magazine machine. He remarks: "This is not our best front-page layout. It shows splendidly the possibilities of multiple-magazine machine composition plus thinking and planning. Magazine equipment: 1, 8 point Century Expanded with Century Bold; 2, 10 point Century Expanded with Century Bold; 3 (divided magazine), 14 point Cheltenham wide with Cheltenham Bold; extra divided magazine, 24 point Cheltenham Condensed. The equipment supplies composition requirements for news, heads, ads and jobwork. Without actually knowing it is the case we venture the guess the Times is able with this equipment, to produce 75 per cent of all its composition mechanically.

Lining Up the Mouthpiece

Almost every machinist or machinist-operator can successfully line up the mouthpiece on line-casting composing machines. However, there are instances where some have experienced extreme difficulty in securing a perfect lockup between mouthpiece and mold where the new style mouthpiece which screws to the crucible is used. When this style of mouthpiece was first applied, much difficulty was experienced because of the tendency to back-squirt. This mouthpiece had its entire face surface bearing against the mold, and owing to the large expanse of metal, and due to changing conditions in temperature, it was difficult to maintain a true lockup. Experimentation developed the fact that if the mouthpiece is milled so that a surface of not over three-quarters of an inch locked against the mold, and mouthpiece locked up true against the mold, good results were secured. This style of mouthpiece, milled as explained, has been applied for several years, though there may be some machines which are still using the first style.

Of course, in "trueing up" a mouthpiece several factors enter into a perfect lockup. One should not always lay the blame on the mouthpiece, or the mold. If taken in order, there are certain things to observe before trueing up a mouthpiece. 1. Mold disk guides should be properly set, permitting the disk to revolve freely; 2. Back trimming knife should not bind against the back of the mold disk, nor should it be set so far away as not to trim the slug properly, and it should be sharp with its edge at the proper angle; 3. Guide posts in the mold should be perfectly straight vertically, and square, so that the cap is square with the body of the mold; 4. Metal pot should be aligned so that the holes in the mouthpiece are even, at their lower edge, with the smooth side of the mold; 5. Holes in the crucible well should be free of dross. These things observed, and a thin coat rather than a heavy coat of prussian blue or red lead applied to make the test, a good lockup should be secured. Filing and dressing down the mouthpiece should be done in easy stages, rather than making too heavy a cut at one operation. It requires patience. Patience brings results.

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Casting Low Slugs for Spacing

A very profitable product of line casting machines is the casting of low nonpareil slugs to be used for spacing material. This is particularly true in the establishment having but one or two composing machines, since in larger plants special machines to do this work are employed. A special mold is provided for this purpose, which can be left on the machine permanently, if a mold pocket is available. Thirty pica lengths usually are cast. The regular border block is used, though a special slide must be employed. At odd times, when there is no composition for the machine, the border block with the low slug slide can be inserted in the machine, the mold brought into position and splendid slugs produced, in every way as practicable for use as spacing material. Time spent by compositors seeking spacing material may be said to be a large factor in cost in most every composing room. There should be no dearth of material of this kind in any office operating a composing machine.

Casting Furniture

Since the perfection of a mold for casting furniture on line casting machines, queries have reached us from time to time asking various questions pertaining to the casting of furniture.

The process is simple. Anyone possessing the furniture mold knows the method of procedure to prepare the machine. However, where most difficulty arises is in the casting. The larger the body cast, the more lubrication is required in the mold. After each ten casts oil should be applied both to the mold and the slide block. For 36 point body more oil is necessary than for the smaller bodies. Heavy lubricating oil should be employed.

Metal should be kept at about 550 degrees, and the pot should be kept filled, or nearly so. When the mold comes to the ejection point the control lever should be shut off immediately upon the ejector blade striking the slug. This will disengage the slug from the mold, whereupon, the control lever being pulled again, delivers the slug to the galley. This method relieves all strain on the machine and also on the mold liners.

A little judgment and common sense applied to the casting of furniture will obviate any machine troubles or accidents. Any concern operating line-casting composing machines will find the casting of furniture very profitable. Sufficient spacing material for the hand department can readily be supplied at a low cost.

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Large Body Slugs and Recess Molds

Occasionally an operator complains that large body slugs, 12 and 14 point particularly, have a tendency to bend upon ejection. This occurs when the machine is run particularly hard and the metal is a trifle above normal operating temperature. The "bend" usually occurs at the left hand side.

This tendency to bend is common to early recess molds, in which the cap has the cores spaced widely apart. On a 21 or 23 pica line the trouble seems to be particularly aggravating. The bend is induced by the resistance of the slug at points where the cores occur.

The suggestion is offered, induced by experience others have had with the recess mold, that the cap have additional cores cut, which will distribute the resistance more equally in the mold when the slug is being ejected. In fact, we believe that recess molds now manufactured have the cap prepared with cores spaced about three picas apart. No difficulty is experienced with molds of this type, or with the older models of recess molds which have had the additional cores placed in the cap. This work should be done at the factory or agencies.

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Metal Pot Feeders

In an early issue we will cover in detail the application of mechanical feeders to composing machines. Data is being collected concerning every mechanical feeder now in the market. Illustrations of each will be shown, descriptions given, and the claims of the manufacturers of each presented.

Mechanical feeding of composing machines has become a necessity. Feeders have been developed to successfully and satisfactorily perform this function. There are at present no less than six in the market, all of them possessing merit.

If any of our readers uses mechanical feeders on their composing machines, and has experienced difficulty in their operation, we shall be very glad to assist them if they will write us.

*

The Ludlow in England

Martin J. Slattery, formerly with the Mergenthaler Linotype company, is spreading the Ludlow gospel in continental Europe. The Ludlow company has established administrating offices in London, and also has machines on exhibition, including the Elrod slug and rule caster.

The British Printer, reviewing the success the Ludlow has achieved since it came to Great Britain, said in a recent edition:

"Amongst questions asked with regard to the Ludlow system of setting-casting display letter, is that of wear and tear of matrices. A number of demonstrations overwhelmingly satisfy the practical man that the wear on these substantial matrices is almost nil. They stand upon their feet in the case and are returned upright. The locking up in the stick is merely a flat pressure at the sides and the flanges hold accurately in position. During casting there is no movement of the stick or matrix holder, for even the metal pot lifts and turns for the cast. Everything in fact has been provided to insure the veriest minimum of wear and tear throughout. No wonder that even the oldest users of the Ludlow testify to the practically new condition of even the earliest matrices installed.

"In this connection it is interesting to note how many firms seeking information first ask about time involved in setting and casting, and are amazed to find how small this invariably is. But simple tests readily demonstrate that there is no reason why any injury whatever should follow upon the use of the matrices from first to last.

"Interest increases in the Ludlow-Elrod system. One user has just installed a second equipment, and at least three well-known London printeries have quite recently installed plants. The Elrod Caster is evidently creating a sensation by reason of the economic production of leads. This cleverly designed machine has a great output of admirably cast material, and is, of course, a very desirable and even necessary companion to the Ludlow."

William A. Reade, president and general manager of the Ludlow Typograph company, recently made his second trip abroad in furtherance of the introduction of the company's machines.

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Exhibition of Printing

There is being held in the Smithsonian Institution at Washington an exhibition covering the history of printing from its beginnings down to the present day. This exhibition is complete in every detail and outlines the development of our Industry from Gutenberg to May 1st, 1921. It is also of extreme interest to electrotypers and photo-engravers, their branches of the art also being covered. The Institution is open daily, except Sunday, from 9 a. m. to 4:30 p. m.

Creating Country Weekly Prestige

Alert Kansas Editor Takes Lead in Calling Town Meetings, Pushes Plans for Community Activities and Installs Complete Radio Set.

By J. L. Simpson

THE success of the weekly newspaper in any community depends to a great extent on the attitude of the public toward the editor and his publication. In a general way, the people will either be "for" or against the editor, their attitude depending on a good many factors, but more especially on the personality of the man responsible for chronicling the events and happenings of the community. How, then, may an editor conduct himself and his publication in order to have the unqualified support of 95% of the people in his town and community?

A Kansas editor has solved the problem satisfactorily, and perhaps his methods would prove efficient in the case of thousands of editors of weekly papers. Mr. Campbell, editor and publisher of the Leonardville Monitor, is building for his publication and office a prestige which may well be envied by brother publishers in Kansas and adjoining states. He is not satisfied merely to act as chronicler and commentator on the happenings in his territory; instead he is taking the initiative in promoting community progress, harmony and co-operation.

In a rural community containing persons of a half-dozen different national extractions, five or six different religious denominations, and two definite town factions the editor who can succeed in getting these various factions and segments to work together harmoniously, to boost the town as an individual, and to practically forget all differences in co-operative effort, is indeed the right type of country editor, as well as diplomat of no mean accomplishment.

Mr. Campbell has made a good working start toward the accomplishment of these worth-while objectives in less than a year after taking posession of the Monitor. By his methods, he is not only building up an enviable business, but is doing his community thousands of dollars worth of real service. He is molding his town and its surroundings into a "fighting unit" with true community consciousness. He is gaining the support of business men, farmers and citizens of all walks of life, for better grade schools, a more efficient high-school, and modern school buildings and equipment. He is breaking down religious, political and factional barriers in the community, by advocating one common goal for all, the upbuilding of that particular bit of the earth's surface from which all must earn their "bread and butter." He is inducing all to support home industries, home merchants, and local institutions.

How did he accomplish these things? Simply by taking the lead in the town, without ostentation, with unswerving loyalty to the best interests of the community and with determination to see the thing through, even if he had to do all the actual work and planning himself. One of his first "stunts" after purchasing the plant and becoming acquainted in the town, was to call a "town meeting." By personal effort he managed to get some of the town leaders, in business, finance, religious work and "society" to attend, though it was a mystery to these people what it was all about. The first meeting was held in the Monitor office, where the editor took the initiative in forming an organization, which was to meet regularly, and work for the advancement of the community in every respect, for co-operation in business, charity, civic affairs, etc. The meeting was properly exploited in the paper, and immediate interest created among residents and business people. The next meeting was an overflow affair, and it is necessary at subsequent meetings to hire the city hall, which would seat nearly the entire population. The editor awoke in a few weeks to find himself a second "J. Rufus Wallingford", only in the best sense of the term. He was actually doing the people "good", and besides, reaping a harvest of popularity, good will and increased business and prestige. The people of the community apparently discovered what had been unimaginable to them before—namely, that their neighbors were not merely a gang of wolves in sheep's clothes, competitors, planning their downfall, religious and political enemies, and sharp-tongued critics,—but fellow men with warm hearts and with hands ready to put forth in co-operation and mutual helpfulness. Perhaps the town has been good to this man Campbell, but that is only incidental. He has taught the town "to do good to itself, to its own self be true."

One of the first noteworthy efforts put forth by the Leonardville organization was the holding of a "community Christmas tree." Heretofore, each church (there are five different denominations in the town) held its own Christmas ceremonies, with the tree as the crowning event of the evening. Here was an initial effort toward breaking down religious barriers, and promoting harmony and common effort among all. It was necessary to raise hundreds of dollars to carry out the plans in a worth-while manner, but this was done in a few days' canvas. The whole affair was planned as a red-letter Christmas for the youngsters, but in reality it was a community effort which knit the sympathies and good-will of the grown people into a cohesive unit. In the last issue of the Monitor preceding Christmas day, the editor announced that Santa Claus would arrive on the afternoon train, and wanted all the children of the town and vicinity to meet him there, and escort him to the little house on the main street which had been especially erected as a home for him during his stay in town. When Santa arrived in town there were several hundred tots and youngsters at the station to greet him, and his appearance, actions and speech came up to their childish expectations, and then some. The whole affair was carried through successfully, and it is doubtful if the tots got more enjoyment out of it than their elders, to whom the affair was novel and of compelling interest.

It happens that Mr. Campbell is a mechanic of more than average ability, and takes a keen and practical interest in all that is new in the electrical and mechanical world. A few months ago, when the radio "craze" first began to be reflected noticeably in the press of the country, he conceived the idea of erecting a first class receiving station in the Monitor office. However, as the cost of erecting this single-handed would mount up toward $1,000, he decided to interest several of the business men of the town, who were also up on their toes in the matter of keeping right on the trail of modern inventions. Accordingly, four or five of these became sufficiently interested to put up their share of the money, and so the Monitor now possesses one of the most complete receiving sets in that section of the state. An amplifier has been purchased, and through

its use concerts, speeches, songs or band and instrumental selections, picked up from Denver, Kansas City, Detroit and other cities are "megaphoned" from the office to the people of the town. Perhaps no more subtle method of advertising the presence of a printing plant to the people of a vicinity was ever devised by the most alert country editor. By indirection and suggestion the impression is given that the newspaper and its editor stand as the leading exponents of "modernism" in the community, as well as director and leader of economic, political and social thought of the people.

On evenings when there is an unusually attractive musical number, or a famous singer or speaker scheduled to appear in Kansas City or Denver, the receiving set and amplifier is removed to the city hall, where the people may all enjoy the entertainment which is taking place hundreds of miles away.

Methods such as this, especially in the smaller communities are bound to build real prestige for any newspaper publisher who has the ingenuity and initiative to do the planning and executing. As the people of the town sit enjoying a song by Rosa Ponselle, a selection by the St. Louis Symphony Orchestra, or a speech delivered by Margot Asquith, they are subconsciously aware that this entertainment is directly attributable to the quiet modest young fellow who is looking after and keeping in perfect "tune" the wonderful instrument which, like the magician, draws song, concert and speech from the "blue sky." The allegiance of an entire community, prestige, the maximum of business—and the adoration of the boy radio fans! What more could an enterprising editor ask? Mr. Campbell has achieved all this, and more, the good will and respect of all of the several thousand people who constitute his clientele.

In connection with his radio set, Mr. Campbell has established a "radio dope" column in the Monitor, of interest to amateurs and every reader of the paper. Here he chronicles local radio events, experiments and entertainments, with special mention of the business men of the town who are "taking up" the theory and practice of radio. The following clipping is characteristic of the type of "radio activity" chronicled each week in the Monitor:

Charles F. Fritz, who resides near Randolph, east of the river, was in Leonardville Sunday inspecting the large receiving set in the Monitor office. Mr. Fritz contemplates putting in an instrument at his farm home, as soon as he can get delivery. He is considering several types of receivers, but prefers he says, the seventy-five-dollar Westinghouse set.

One of the "biggest" radio bugs in Leonardville is Ernest Mathes. And he is absorbing knowledge concerning the phenomena that would astonish the expert. Where once the simplest of radio terms left him bewildered, he now displays a remarkable familiarity with such subjects as " condenser capacity" "etheral composition" "static pressure," "modulated continuous waves," and "inductance" and "frequency." He is building some radio parts and expects to eventually have a home made set.

Chas. Johnston is becoming a fan along with the rest of us. He doesn't state his intentions, but admits that he is "brushing up a bit."

The Perfect Balance Page in Makeup

Let's Quit Applauding It and Begin to Capitalize Reader Interest by Injecting Variety Both In Heads and Arrangement

By JOHN E. ALLEN

EVERY year countless front-page newspaper contests are conducted in America. Some are carried on by trade journals and others by schools of journalism; some are sponsored by editorial associations and others by business firms connected with the industry of printing. And many of those contests —at least many of the strictly typographic ones— result in bringing into public notice as something very much to be desired, the paper with the perfect-balance front page.

Now, several things can be said in favor of the perfect-balance page, but to me it seems that the better arguments are against it.

For one thing, such a page has an artificial look. There is that about it which suggests much planning and cutting and fitting—an implication that something worth while has been sacrificed that typographic symmetry might be gained.

And right here it should be well to quote a certain editor who, on assuming charge of a paper which for years had observed the perfect-balance front-page make-up, at once called in his composing room foreman and said:

"I want to get away from this stiff and unnatural make-up. I don't want this paper to be like an old-fashioned parlor with every chair always standing in exactly the same place. I want it to suggest the spontaneous and the natural. I want it to be so genuine that the reader will feel that he is being given news just as it deserves to be presented—not played up or cut down to meet an iron-clad scheme of make-up.

"Artificiality repels—in people or in papers. Affectation is quick to be observed, and seldom fails to work against itself. Reflect for a moment if there aren't some *obliging* men that you dislike just because they are affected, and some *pretty blunt* ones that you admire just because they are sincere. Whether we admit it or not, the natural is greatly in demand and I want to put a good share of it in this paper.

"But by this is not meant that I want to get away from a definite typographic style, or that I advocate the building of a lop-sided front page Our style should be definite, indeed, and yet flexible enough to accommodate each vital new condition that occurs. And the page should be properly balanced. But that doesn't mean that every item in the first four columns should be offset by the use in the last four of other items of the same line depth and head-treatment. The balance should be brought about in a natural, general way.

"Let's give this paper a typographic flavor of its own by allowing its make-up to vary enough, within certain definite limits, to keep monotony away, and the reader always on his toes for something new."

That was the attitude of that certain editor on assuming charge of that certain paper, and it is a fact that the paper took on new interest and increased income under his guidance. Moreover, the paper came to be regarded quite generally as one with a pleasing and definite typographic character. There was nothing alarmingly uncertain about it. Its make-up was not scare-heady one day and then shrinkingly conser-

vative the next. It was fairly conservative at all times, and yet *naturally* so.

Readers of that paper came to feel just as that editor intended they should—that they were being given news exactly as it deserved to be presented. Whether they realized it or not, they came to look for "something different" in the make-up of every issue, and that promised "something different" held more appeal for them than any perfect-balance page ever could have held.

Besides, it is wrong to think that the perfect-balance page necessarily is more artistic than another not so "balanced." On the contrary, the directly opposite is often true. Exact type-group duplication nearly always mars the beauty of the page.

The home-furnisher with a true appreciation of art never places pictures on a wall in perfect-balance rows or columns, for he knows that such procedure would detract from the appearance of the whole. The accomplished landscape gardner never tries to balance one side of an estate with exactly duplicating treatment on the other, for he is sure that the effect would seem strained. The finished architect, in laying out a home, never tries to make both halves of it the same, for he wants the place *to be a home*—not a mathematical formula. All of those professionals referred to have learned that naturalness is more to be desired than perfect balance, and, consequently, all go in for "studied carelessness."

So it seems to me that the front-page typographic contest should have for its purpose the encouraging of naturalness in make-up, rather than the building of perfect-balance pages, and that the prizes should go to those editors who best fit the type-dress to the message, rather than to those who pad or cut the story that a stiff and unnatural make-up may be met.

Such contests should encourage the use of correct type faces, comparatively few in number, and the observance of a *definite* typographic style, and yet a style kept "flexible enough to accommodate each vital new condition that occurs," and that will keep the paper looking fresh and natural.

Pulitzer Journalism Foundation Awards

THE Joseph Pulitzer awards, made available through bequests left by the noted publisher to the Pulitzer journalism foundation, were announced the latter part of May. As in previous years, honors were quite equally distributed geographically, though it may be said the majority of the larger prizes went to institutions or persons in the east.

The philanthropy of Mr. Pulitzer, prompted by his keen appreciation of good work done by the newspaper industry and by the workers in the industry, has put a fine edge and zest to meritorious work on the part of eligibles. That the blind publisher's thoughtfulness in setting aside these awards are keenly appreciated and prized is manifested by the close competition obtaining from year to year. Each year the juries charged with determining the awards find it increasingly difficult to choose from among the splendid array of creditable work the outstanding figures. Enoblement and betterment of newspaper making and a greater appreciation of the service the newspaper renders the public, is an acknowledged result of the Pulitzer journalism awards. That the juries made tenable selections and equitably discharged their duties is conceded by all who know the recipients and the circumstances surrounding each case.

Following are the awards:

Booth Tarkington's Alice Adams was adjudged the prize novel of 1921 and Eugene O'Neill's Anna Christie the prize play.

The New York *World* received the gold medal for the most distinguished and meritorious public service rendered by any newspaper during the year, the award being based on the publication of articles exposing the operation of the Ku Klux Klan. Frank M. O'Brien of the New York *Herald* received the award for the best editorial article and Kirke L. Simpson of the Associated Press for the best reporter's story. Both awards arose from articles on The Unknown Soldier.

GARLAND IS REWARDED

James Truslow Adams' The Founding of New England won the prize in history. The prize for the best American biography went to Hamlin Garland's A Daughter of the Middle Border. Mr. Garland was born at West Salem, Wis. Edwin Arlington Robinson's Collected Poems was held to be the best volume of verse.

For the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning and power to influence public opinion in the right direction, $500, to Frank M. O'Brien for an article entitled The Unknown Soldier, published in the New York *Herald*, Nov. 11, 1921.

For the best example of a reporter's work during the year; the test being strict accuracy, terseness, the accomplishment of some public good commanding public attention and respect, $1,000, to Kirke L. Simpson, of the Washington staff of the Associated Press, for articles on the burial of The Unknown Soldier, published Nov. 9, 10 and 11, 1921.

For the best cartoon published in any American newspaper during the year, the determining qualities being that the cartoon shall embody an idea made clearly apparent, shall show good drawing and striking pictorial effect, and shall be helpful to some commendable cause of public importance, $500, to Rollin Kirby of the New York *World* for the cartoon On the Road to Moscow, Aug. 5, 1921.

PRIZES IN LETTERS

For the American novel published during the year which shall best present the wholesome atmosphere of American life, and the highest standard of American manners and manhood, $1,000; Alice Adams by Booth Tarkington.

For the original American play performed in New York which shall best represent the educational value and power of the stage in raising the standard of the stage in raising the standard of good morals, good taste and good manners, $1,000; Anna Christie by Eugene O'Neill, produced at the Vanderbilt theatre during the season 1921-22. Jury: William Lyon Phelps, Hamlin Garland, Jesse Lynch Williams.

For the best book of the year upon the history of the United States, $2,000; The Founding of New England by James Truslow Adams.

For the best American biography teaching patriotic and unselfish services to the people, illustrated by an eminent example, excluding, as too obvious, the names of George Washington and Abraham Lincoln, $1,000; A Daughter of the Middle Border by Hamlin Garland. Jury: Maurice Francis Egan, William Roscoe Thayer, William Allen White.

For the best volume of verse published during the year by an American author, $1000; Collected Poems by Edwin Arlington Robinson.

The three traveling scholarships of $1,500 each, for graduates of the school of journalism who have passed their examinations with highest honor and are otherwise deserving, "to enable them to spend a year in Europe to study the social, political and moral conditions of the people, and the character and principles of the European press" were awarded to Robert Arthur Curry, Nassau, N. P., Bahamas I.; Zilpha Mary Carruthers, Denver; Robert Henry Best, Spartanburg, S. C.

Salesmanship and the Sale of Printing

Factors Making for Successful Merchandizing of the Products of the Graphic Arts Somewhat Different Than Exploiting Goods in Ordinary Selling.

By E. G. MYERS

THE salesman of printing is an essential in the industry today quite as much as the salesman in any other line of manufacturing or service merchandizing. Every printing business that is worthy of the name promotes its sales through its selling organization. That the tendency toward employment of salesmen of printing is growing is manifested by the efforts of employing printers to spread printing sales gospel to the chap who is likely timber for a printing salesman. This is evidenced particularly by the increasing number of cities that each year are conducting salesmanship courses, designed particularly for the printing industry.

Recently there came to the writer's notice a series of questions incorporated in the U. T. A. sales course, which operates each winter in various of the larger cities. The questions were interesting in that they clothed within themselves thoughts that, if brought to the surface, supplied the solution of "What is a Salesman of Printing?"

For no other purpose than to analyze the questions and supply the possible answer to each, we are printing the list of questions. Each is then taken up seriatim and discussed. They may not be the correct answers that the progenitors of the course hoped to bring out, but it would be interesting to hear from our readers with answers to each. Here is the way they worked themselves out to the writer:

1. The relation of printing salesmanship to general salesmanship lies in the simile that both are engaged in the promotion of business. Printing salesmanship differs from general salesmanship, however, in that printing salesmanship should be viewed from the standpoint of promoting civilization and generally enlightening and spreading knowledge. The salesman of printing, keeping these latter things in mind, will without a doubt engender and vibrate more enthusiasm, and surely will be more successful than if he keeps in mind only the selling of a staple.

2. The peculiarities of printing considered as a manufacturing business cannot be said to be peculiar at all. The printing industry is in every respect a manufacturing industry the same as automobiles or any other business wherein a product is produced for sale. The business differs only from real manufacturing in that it borders more closely on the arts and sciences than as a manufacturing enterprise.

3. The thing which must be considered with regard to any printing proposition a salesman may desire to offer are results which may accrue to the customer. It must be borne in mind that all printing or publicity of whatever nature is not always intended to create an immediate demand and bring instant results. It is just as desirable to create good will, and of course this class of publicity assumes a different nature from printing that is designed to create an immediate demand.

4. The difference between a salesman and a solicitor of orders is self-evident to the man who really gives a thought to what constitutes salesmanship. The salesman creates a demand for the product of his establishment by innumerable methods of rendering creative service so that the man who is not supposed to be in the market for printing is induced to place an order for what the salesman has created. The solicitor of orders merely does what any messenger boy could do, pick up the copy and receive instructions without having to exert any creative influence.

5. Some of the results of employing badly equipped salesmen are: Loss of business, disgruntled customers, customers who sour on printers generally, the discouragement of the use of printing rather than promoting increased demand, and many other things which are self-evident to the thinking man.

6. The qualifications that a well equipped salesman should possess are cleanliness of character and personal appearance; honesty; enthusiasm; cheerfulness and kindliness; persistence. To amplify further and place the qualifications in concrete form I would say the essential qualifications are: Ability, Reliability, Endurance, Action. Ability, to initiate a sale; reliability, that will stamp him as one always to be depended upon; endurance, to carry him through every transaction from its inception to its successful consummation; action to finish a sale satisfactorily instead of letting it lag at the crucial point of closing it.

7. The peculiar characteristics of what the printing salesman has to offer are not peculiar at all. He is offering a definite something for something in return. In this instance he offers printing for money. If every element of the transaction is satisfactory to both parties the salesman can hope to have a permanently profitable patronage, and this can only be secured by always rendering permanently satisfactory service.

8. The misunderstandings and disappointments especially liable to occur in the printing business are: Failure to interpret a customer's instructions or to get them clearly; not being specific with regard to all items involved in an estimate, such as lay-out, composition, proof reading, revising and alterations, lock-up, cutting and handling of stock, press make-ready, running, folding and finishing; over-eagerness in securing the order thereby making rash promises and then not keeping these promises as far as delivery is concerned; supplying a product inferior to that which the customer hopes to receive, etc.

9. Every good salesman should know every detail regarding the manufacture of printing, but in his sales talk he should not be so steeped in the technicalities of the business that it will overshadow the desirability of the product he has to offer. A mechanical salesman is always uninteresting and very rarely makes a success because he is too much given to mechanical details.

10. Every printing salesman should be more than just a printer; he should be a craftsman in every sense implied by typography and press work.

11. A general business knowledge is defined as meaning the routine of how to secure business; what to do with it after you get it; treatment of the work from a cost basis inside the plant; a smattering of accounting and printing.

12. The value of these things to the salesman of printing is the same as to any man who has a versatile knowledge of his vocation. They are the things that make for his success just the same as other factors.

13. This question is answered in paragraph eleven.

14. In addition to paragraph eleven, the salesman can enlarge upon his general business knowledge by reading the trade journal affecting not only his own line of industry, but keeping in touch with business conditions generally by reading diversified publications. The more a salesman can broaden his perspective and talking knowledge of every line of business the more successful he is bound to be.

15. Confidence implies implicit faith on the part of the party of the second part that the first party will go through with every promise made and supply him a product that is satisfactory to the minutest detail.

16. The kind of confidence every printing salesman needs is confidence in his own ability to create ideas that will stir up interest in prospective customers; confidence in his ability to follow through every order of printing he secures from the beginning to the delivery; confidence in his house; confidence in the goods that he is selling, having the ability to do what this customer expects to accomplish.

17. Every salesman of printing should be sold on his own proposition before he attempts to convince anyone else of its desirability.

18. He should have the utmost confidence in the ability of his house; implicit faith in its equipment; enthusiasm over the organization and over his connection with the establishment.

19. The one great quality every successful salesman needs is reliability.

20. The final test of a salesman's ability is orders.

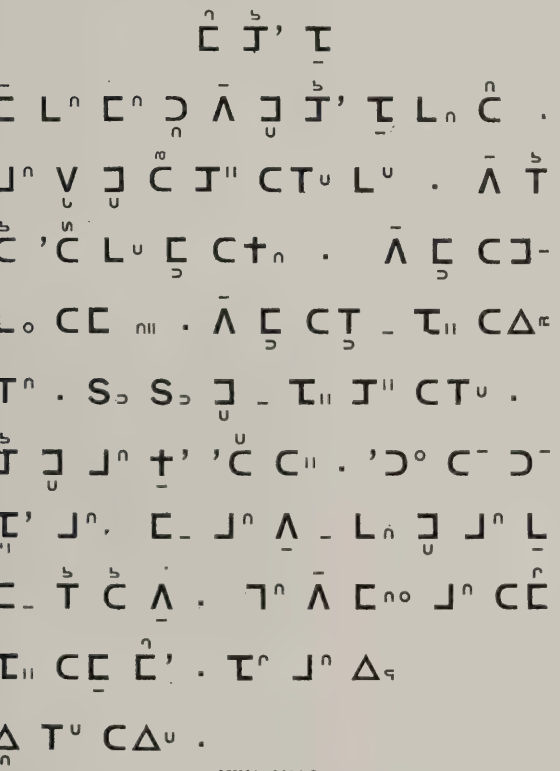
21. Every buyer of printing is influenced by desirability and utility.

22. The successful methods of influencing men depends upon: 1. Securing favorable attention; 2. Creating an interest; 3. Engendering appreciation; 4. Whetting desire; 5. Bringing the matter to a point of decision; 6. Action by securing the order and 7., Satisfaction, which involves delivering the product to the customer in such manner as will satisfy him in every detail.

23. None of the above qualifications are a matter of natural endowment; they are purely details of training and cultivation. We, all of us, who are mentally equal have the one responsibility when it comes to success—that is—it is up to us. If each individual determines that in his own hands lies the secret of his own success nothing further need be said.

24. I expect to adapt myself earnestly, courageously and thoroughly to the study of this course of salesmanship so that if I become a salesman of printing, or even if I do not, it will be said that I have done my best for the course and for myself.

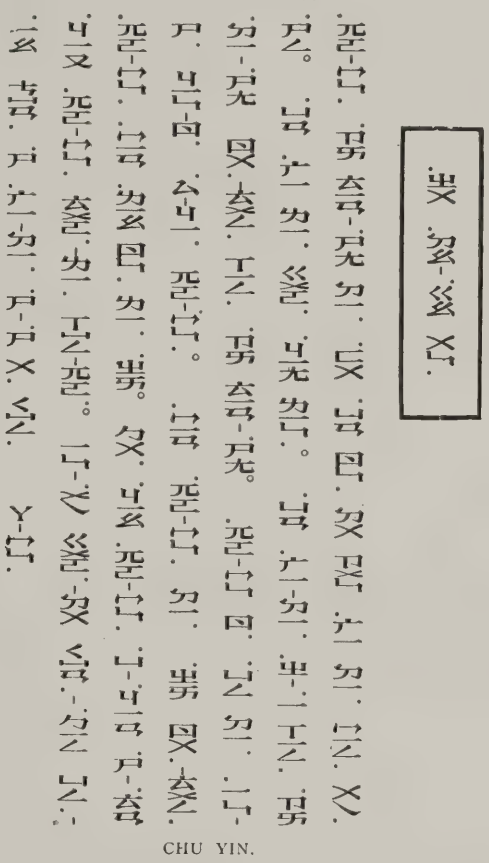
HWA MIAO.



HWA MIAO.

The language of the aboigines of Yunnan, Western China. The script is the invention of an Englishman, the late Rev. Samuel Pollard, who committed the language to writing for the first time, and is a curious mixture of the principles of Pitman's shorthand, Braille and the ordinary Sanscrit letters. The above is printed from the first font of type made under Mr. Pollard's direction. It has since been taught to the natives over vast tracts of Western China, many thousands of whom have thus learned to read for the first time.

CHU YIN.



CHU YIN.

The new national phonetic script adopted by the Chinese Government for teaching the common people to read. This alphabet contains only forty characters, and quite adequately represents the many thousand characters of the old writing. It is read in columns from right to left.

Burns, Bailey & Company of London, England, have just issued a new specimen book of type faces specializing in foreign languages and covering a very useful range. Two very interesting specimens, which are really new in the retinue of foreign languages faces are Chu Yim, the new national script of China, and the other interesting face, Hwa-Miao—the language of the aborigines of Yunnan, Western China. Both of these designs are the finest typographically of any language specimens which have been produced.

The Chicago *Tribune's* first steamer for conveying timber from the Gulf of St. Lawrence to its pulp and paper mill at Thorwald, Ont., was launched at Londonderry, Ireland, May 24. There will be two steamers, New Daily News and Chicago Tribune.

*

The Greensboro (N. C.) *Daily News* has taken out insurance policies ranging from $500 to $1,500 on each of its employes after a three months service. This includes carrier boys. The total value of the insurance in force is $85,000.

*

Havas, internationally famous news service has moved its American headquarters from New York to Washington. Robert Remey is in charge.

The Chicago *Tribune* has arranged visiting hours and provided rides for a sight-seeing trip of its new plant, Monday, Tuesday, Wednesday, Thursday and Friday afternoons at 2:30, 3:30, and 4:30, and evenings at 8:30, and 9:30 o'clock have been set aside as the days and the time for making these tours.

*

E. V. Howard, Lynnbrook, N. Y., has purchased the Baldwin (N. Y.) *Record*. Acquisition of this property will give Mr. Howard continuous circulation along the south shore from Valley Stream to Freeport.

*

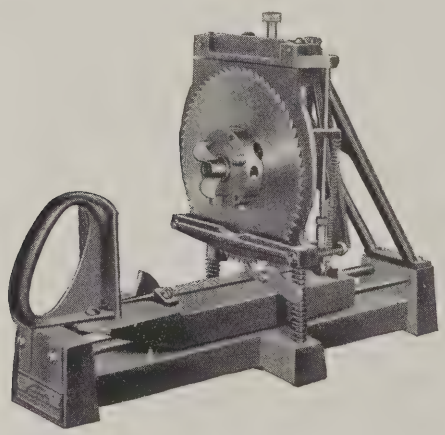
W. J. Glenn and Carl W. Smith of the Kenton (Ohio) *Democrat* have acquired a controlling interest in the Marion (Ohio) *Tribune*.

EQUIPMENT REVIEW

New Machine for Trimmer Saw Sharpening

Printers who are tired of old fashioned, inaccurate methods of sharpening Trimmer Saws will be glad to learn that a machine which sharpens them quickly and accurately has been perfected.

The Minute Saw Filer, just placed on the market by the A. F. Geisinger Mfg. company of 1007 22nd Street, Milwaukee, Wisconsin, sharpens saws at the time they need sharpening. According to the manufacturers repeated tests have shown that a saw can be sharpened in three minutes with the Minute Saw Filer, and when the time saved is figured on a time cost basis, it has been demonstrated that the saving as compared with the old method of sharpening saws will pay for the machine in less than a year.



The Minute Saw Filer is a strong, compact machine built of enameled gray iron and steel. Parts subject to wear are case hardened. The guard on the saw carriage protects the operator from accidents.

"The Minute" sharpens saws for different makes of trimmers, with or without trimmer holder attached. A positive locking device holds the saw in filing position and assures its perfect roundness after filing. Saws with a varying number of teeth to the inch can be placed in correct filing position, for the pawl is so built that it can be adjusted for any saw.

An adjustable spindle on the saw carriage permits lowering to the file as the saw becomes smaller from repeated sharpening.

✲

Nickel-Facing Process for Halftones

The Stafford Engraving company, Indianapolis, has applied for patents on a nickel-facing process which is said to make the printing life of copper halftones two to three times greater than is now the case. Immunity to scratches and corrosion by printing inks is also claimed for the new process.

The plates produced by the new process have been named "Stafford-Tone". They are very fine copper halftones with a nickel surface so hard that dust, grit, blows and falls which would ruin an ordinary plate makes no impression on them. Even with a knife, pressure must be applied to make a scratch. Ink will not corrode Stafford-Tones. Rats cannot damage them. Their printing life is two or three times greater than copper-faced halftones. In depth and tone-value they are at least equal; and because nickel, unlike copper, has no affinity for ink and will release all the ink at each impression. Stafford-Tones print cleaner, sharper, and richer.

The Stafford Engraving company is in its thirtieth year in the engraving business. They have enjoyed the patronage and respect of Indianapolis printers to an extent that has prospered them and reared a substantial business from a small beginning.

✲

Upham Sheet Rotary Press

It is said that the Upham Sheet Rotary Press manufactured by the United Printing Machinery company, 83 Broad street, Boston, has developed and perfected to a point approaching perfection. Every mechanical movement is rotary, minimizing the strain. Though this machine has been in process of development only ten years, early users say they are highly efficient.

The first one installed in New York in October, 1914, was the second built. The buyer of that machine has taken seven more in the subsequent period. Another New York firm installed an Upham in February, 1917, and after two years ordered another. Both are going well today. A Washington printing house which bought one in October, 1917, has added two since that time.

Thomas Jarbo, well known in Boston and elsewhere as a factor in the printing industry, has been named vice-president of the United Printing Machinery company, and has taken charge of the distribution and handling of the Upham presses.

✲

Ornamental Border on the Elrod

William E. Taylor of New York City has been granted letters patent on a mold for use on the elrod slug and rule casting machine whereby 18 point heavy face rule is cast as easily as 6 or 12 point. The inventor claims that the mold and the process of casting also makes possible producing metal furniture up to 72 point.

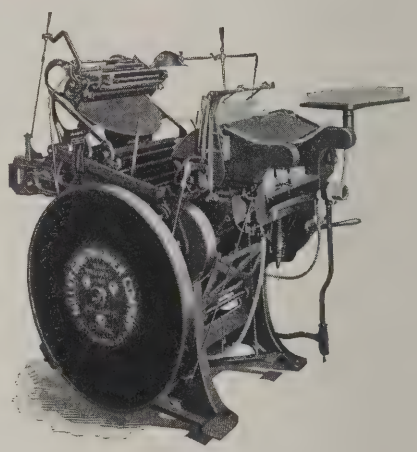
Since Mr. Taylor located in New York he has been particularly successful with a special machine he built on which every type of monotone rule is cut from elrod material. The rule is first cast in the Elrod, and then fed automatically through the special machine, which cuts the monotones. Varying tools and angles in cutting give the different effects. Splendid results are obtained. Mr. Taylor reports good business in this material.

Regarding the mold for casting large bodies, Mr. Taylor's patent provides recesses within the body of the slug. There are usually three, one above the other vertically. This displaces metal, though sufficient bracing is at all times left to withstand any stress. By Mr. Taylor's process one-third more rule per pound is afforded than by the solid process, and it is said the product is of superior quality.

Miller Craftsman Unit Making Many Friends

Since the announcement by the Miller Saw Trimmer of its Miller craftsman unit, incorporating new features in the feeder as well as some marked developments in the press itself, the company has been exceedingly busy answering inquiries as well as taking care of the increased demand.

In the new unit, greater rigidity to impart strength of impression and also thorough ink distribution, adequate modern production requirements of the finest halftone and color printing are the outstanding features.



Standard equipment consists of Miller Craftsman automatic feeder, Chandler & Price Craftsman 12x18 press, motor, Miller variable speed drive and guard, patent adjustable motor bracket, endless belt, wiring, conduit, snap switch, Miller electric sheet heater, C. & P. vibrator brayer fountain, four form rollers with two vibrating rollers, adjustable extension roller tracks, brake, positive chase hook, Miller fly-wheel guard, hold-fast grippers and string fasteners, center grippers, double-grip gauge pins, "anyangl" lighting fixture, counter, three guaranteed semi-steel chases, wrenches, eight roller stocks, eight roller trucks and brayer.

✲

Yes, He Earns and Should Have $10,000

Commenting on the statement of a magazine writer that the salary of a publisher of a country weekly should not be less than $3,000, J. E. Jones of the Kilbourn Weekly *Events* remarks that "there are more publishers of country papers whose salary is less than $800 than there are who get $3,000." He adds:

"It is a fact that the newspaper is an index to the character of the community in which it is published. Outsiders invariably judge the town by the character of its local paper. Few men with the talent and ability to make a creditable paper will continue in a business that pays less than the wages of a common laborer."

THE FOREMAN'S FORUM

Dearth of Printing Teachers

Aspiring executives, who have ability along teaching lines will find a profitable field in vocational school teaching.

The department of education for the United Typothetæ of America with headquarters in Chicago, has received many requests for competent teachers of printing. Secretaries, and others, are therefore, requested to notify the department of any competent printing teachers desiring positions. Extended teaching experience is not necessary, but it is absolutely necessary that all candidates be printers of good standing in the trade. Vocational record blanks will be sent to such persons as desire to become candidates for teaching positions.

Though it is stated in the above paragraph that extended teaching experience is not necessary, a thorough understanding of human nature is essential. There are too many teachers in vocational schools today who do not possess the qualifications desirable in a school that is trying to inculcate trade ideas into the minds of young men. Above all, there is necessary a thorough and complete understanding of composition and press work. No one should enter the teaching profession in a vocational school unless he himself can say he is a craftsman in everything that the term implies. We want craftsman in the future, not merely printers. It is largely the early teaching boys receive in the vocational schools that determines their progress and usefulness in the industry when they come into the plant.

✻

Offset Printing—Photo Print or Hand Transfer.

Dealing with the question of photo prints or hand transfers for offset printing, *The Process Monthly* states that when it was first proposed to photo print the design on a grained zinc plate for offset printing, it was said that because of the extremely thin film of albumen under the transfer ink, the image on the grained metal would not stand printing as long as if the transfer ink were in direct contact with the metal. Then there were numerous patents on methods to overcome this, one being for the use of a positive instead of a negative to get the image on the metal, thus getting rid of the albumen film under the ink. It is now found that by using a thin film of fish glue enamel the print on the grained metal will outwear even a hand transferred print, though this question of which will wear better depends, after all, on the skill of the men who put the prints on the metal, and then, after treatment, on the press.

✻

Press Executives and Automatic Machines

No press room foreman who is not acquainting himself with development and progress of automatically fed presses and automatics themselves is doing himself injustice if he does not acquire a working knowledge of these machines. The future of the printing industry in the press room will be built very largely around automatics. With new presses and processes of development all of them automatically fed and complete units in themselves, there will be greater need for pressmen who know the game from beginning to end. The far seeing pressman has already begun to study what is new in his line, but the workman who has been drifting along taking things as they come must needs pull himself up by his boot straps. There are on the market today no less than eight automatic presses, and there will soon be two and possibly three more.

✻

"Yardstick" for Measuring Paper

The American Paper Writing Company is conducting an extensive advertising campaign in the leading newspapers throughout the country to put their Eagle-A specification chart, a "vardstick" of bond papers, before the printer and the business man.

Their purpose in conducting the campaign is to put paper buying on a more efficient basis; to help the printer eliminate the ineffectiveness of printing resulting from the improper use of paper, and to increase the repeat orders which invariably arise from good values and good work.

"The Correct Use of Bond Papers for Business Purposes", the book referred to in the advertisements, is a comprehensive analysis of bond paper uses made jointly by experienced paper users and their own engineers. It is an original and unique work.

The paper needs of the average business man are so complicated, the papers on the market today are themselves so numerous, that the average buyer is bewildered.

As a solution of this problem, the American Writing Paper Company has worked out nine fundamental grades of bond papers, representing the nine major quality and price levels—each on a mass production basis. These nine are the Eagle-A Specification Bonds.

This specification chart is not only a guide to the buyer of Eagle-A papers. It enables the printer to judge any bond paper on the market. The benefit of this chart to printer can be readily seen. With this chart he need no more wade through sample book after sample book every time he gets an order for a few thousand letter heads. The "yardstick", a sample book displaying a compact line of evenly graded papers, each representing one of the major grade levels, may set his standard of quality and value.

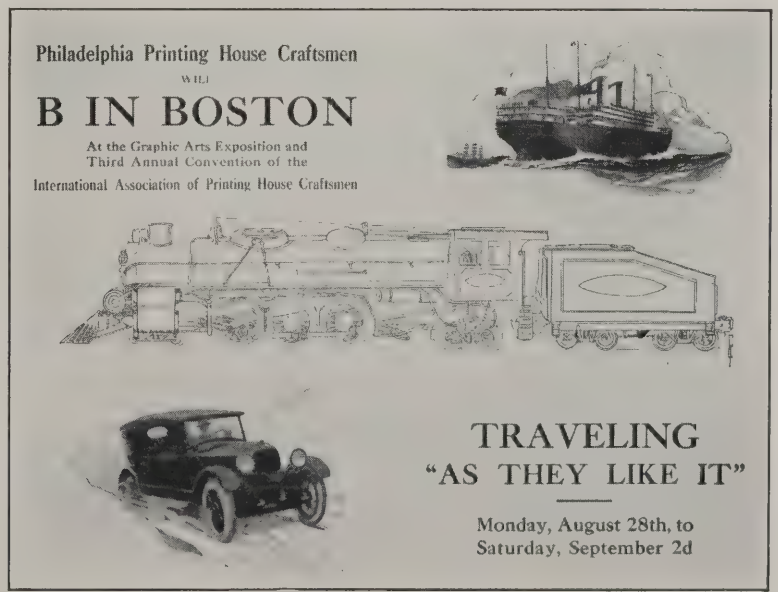
✻

U. T. A. School of Printing Commencement

The United Typothetæ of America Committee on Education, and the faculty and student body of the U. T. A. School of Printing, Indianapolis, Ind., did the printing industry honor at the commencement exercises and inspection of the school, held Friday, June 9th. Ninety-five young men graduated. They represent all parts of the United States and Canada. Their training qualifies them to work in any department of any commercial printing office.

Arrangements were made to take care of the many visitors attending. The events scheduled were inspection of school in operation and registration of visitors; a luncheon served to all present; and the commencement exercises in the afternoon. J. Linton Engle of Philadelphia, president of the United Typothetæ of America, presided during the exercises.

Dr. Hamilton passed out diplomas to the 95 students who took the full course. The size of this class gives but a faint idea of the great work being done at the Indianapolis school. It should be to the interest of every member and every secretary particularly to become conversant with the opportunities given young men at this model school for learning the printing business.



Department of Newspaper Criticisms

CONDUCTED BY E. G. MYERS.

Publishers and editors are invited to send to the National Printer-Journalist, Montgomery Building, Milwaukee, Wis., copies of their newspapers for constructive criticism. This department aims through intelligent, honest review to be helpful in improving the typography and general makeup.

Fairport (N. Y.) *Herald*—Your service idea in determining what your readers desire by way of news and features and other details with regard to the *Herald*, is a good one. Believe if you analyze the wants and capitalize suggestions made in so far as possible you should benefit. Editorial page particularly pleasing. Church page is a new departure in country newspaper work; believe this is a worthwhile feature. Suggest plate matter being selected with the home idea in mind eliminating miscellaneous matter, since this sort of material is supplied in volume by magazine and farm publications.

Hot Springs (S. D.) *Star*—Believe if you will use larger heads and spread them more generously over the page instead of gathering them at the top, it will make for a more pleasing appearance of the paper generally.

The vast amount of country correspondence you use might well be handled in a manner which would make this department more interesting, by splitting it up with a main head and sub-head over each letter.

Canton (Ill.) *Ledger*—First page splendidly handled in every way, though would suggest other type than Gothic for streamer head; also believe 14 point Cheltenham bold condensed heads would be more pleasing in caps and lower case. Inside make-up splendid, and arrangement of features very good. In making up ads, if heavier ads were placed to the right and the lighter ones grouped on top and to the left of them, it would be more in keeping with pleasibility from readers viewpoint. Farm page particularly good. Ad page would be improved if classified ads were all placed at the right of the page with news at the left. Taken as a whole, the *Ledger* is away above the average.

Algona (Iowa) *Advance*—Your paper would be the envy of all the delegates at any press association convention judging from the tremendous amount of business you carry. With all the *Advance* is splendidly handled from every angle. Make-up is good; news and features are of more than ordinary merit; good editorial page and above all, unusual typography for a country newspaper. Suggest first-page head to be handled in caps and lower case in some other type than condensed Gothic.

Ortonville (Minn.) *Independent*—Every page shows care and preparation of news and make-up. Advertising typography shows much thought and care in preparing copy. Believe in this respect you have the best looking paper ever having come to our desk. Editorial page seems out of place on a right hand page. Believe this page is so good it would go better on page 4, and country correspondence now on page 4, be transferred to page 3. This would divide the correspondence and make the paper more interesting from the readers standpoint.

Shelbyville (Ill.) *Democrat*—Too great a mass of unbroken news on first page, as well as inside news pages, makes for monotony. Suggest breaking up matter into irregular columns, with double and single column heads to make for greater reader interest; too varied assortment of type faces in display ads; border treatment could very well pursue the lines of greater variety, departing from use of plain single rule.

Preston (Iowa) *Times*—Dollar Day edition good example of what can be accomplished by way of pushing special sales. Publicity well handled and advertising well worked out. Suggest head treatment of news matter be elaborated upon. Streamer line by itself does not tell enough of a story; several sub-heads of three and two column width would be improvement. Style of make-up in good taste. All in all a tremendous volume of advertising is handled in splendid manner.

✠

Newspaper prints marriage report as follows: "Average age of females marrying, 25. Average age of mules, 28."

The Printed Page

When magazines and papers
With other mail come in,
Sometimes my thoughts go straying
To where, near all the din
And clatter of the presses,
Absorbed in work I see
The skilled and thoughtful printer
Who toils for you and me.

I note his look so earnest—
A look which comprehends
Far more than just the handling
Of type o'er which he bends—
He knows of punctuation;
Of spelling and can lay
The copy out, if need be,
In quite attractive way.

And 'midst these thoughts, another
With great persistence clings—
That I oft'times grow heedless
And fail to say the things
That would, perhaps, give courage
And zeal for tasks, anew,
Unto some fellow-pilgrim
Who travels life's road too.

So thanks, sincere and heartfelt,
Into these lines are wrought
For all the keen enjoyment
The printed page has brought
To me since days of childhood—
May life most richly bless
Each printer whose work gives us
So much of happiness.

—ETHEL HOPE.

O'Fureys Doing Things in Newspaper Work

Brothers of the old sod, are making a name for themselves in country newspaper work. Frank O'Furey is owner and editor of the Mapleton (Iowa) *Press*, and J. P. guides the destinies of the Hartington, Nebr. Cedar County *News*. Frank O'Furey came to Mapleton in 1914, when there was not much of a prospect that the news would create much of a stir in Journalistic circles in years to come. At that time the plant equipment consisted of an American Typographic which laboriously wheezed out a line of type about once a minute. Then there was a delapidated cylinder press and a few fonts of type. Frank went valiently ahead in face of adverse conditions. He purchased a real composing machine, installed a new newspaper press, and new job equipment as well as a lot of new type. He spent money freely for months not knowing where it was coming from. All the while he had implicit faith in himself and in the future of Mapleton. Today Frank counts his liberty loan bonds and bank deposits well up in the thousands, with his plant free and clear and everything going well. Incidentally he owns a fine home in Mapleton, and the prospects are that local politicians will soon be grooming him for the State Legislature from his county.

J. P. O'Furey back in 1914 was floor manager in one of the large department stores of Sioux City. He was a good floor manager—affable, courteous, and agreeable. All the while he was floor managing he had the newspaper bug. He was patient, however, in selecting his location until in 1916, he found they needed a thorough going newspaper man in Hartington, Nebr. The call of the pen claimed J. P. and he has been directing the destinies of the Cedar County *News* for the past five years in a manner that has brought prosperity and prominence. At the recent meeting of the Nebraska Press Association J. P. was elected president.

Both of the O'Furey boys are trained newspaper men. Their early experience was gained in Canal Dover, Tuscarawas County, Ohio. Here they published the Iron Valley *Reporter* changing it from a weekly to a daily.

The O'Furey boys owe their progress and prosperity only to themselves. Their indomitability and earnestness and the "I will" power they possessed. They are striking examples of what may be accomplished when one has fully a complete belief in themselves.

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In an effort to prevent duplication of expensive radio equipment Governor Preus of Minnesota has requested the Minnesota Journal, Minnesota Tribune and St. Paul Dispatch to place their dispatching stations under the control of the University of Minnesota.

No Let-Up In Demand for Composing Machines

Despite the great demand for linotypes which has been manifesting itself for the last several months, orders for new machines continue to be filled with promptness by the Mergenthaler Linotype company.

In the month of April alone one hundred and ninety-five linotypes were sent out from the mammoth plant in Brooklyn, to printers and publishers in every section of the country.

Among those to whom these machines were delivered were: The Gulfport Printing Co., Houston, Texas, two Model 14's; Torrey and Alexander, Portland, Ore., three Model 8's; Birmingham News Co., Birmingham, Ala., two Model 8's; Kansas City *Journal,* Kansas City, Mo., two Model K's and two Model 8's; Florida Publishing Co., Jacksonville, Fla., three Model 8's; Cornwall Industrial Corp., Cornwall, New York, two Model 8's; Keystone Monotype and Linotype Co., Baltimore, Md., two Model 8's; Hall-Livingston Composition Co., Jacksonville, Fla., three Model 8's; Star-Chronicle Publishing Co., St. Louis, Mo., two Model 8's; Iron Mountain Publishing Co., Iron Mountain, Mich., two Model 5's and one Model 14; County *Review,* Riverhead, New York, two Model 8's; Banker and Tradesman, Cambridge, Mass., four Model 8's; News-Democrat Publishing Co., Paducah, Ky., two Model 8's; A. & G. Co., Inc., New York City, four Model 8's; Western Linotyping Co., Chicago, Ill., two Model 5's; Times-Mirror Co., Los Angeles Calif., five Model 8's; Constitution Publishing Co., Atlanta, Ga., two Model 8's; Aurora Beacon Publishing Co., Aurora, Ill., one Model 18 and one Model 14; Walter N. Dennis, New York City, one Model 8 and one Model 14; Southwest School of Printing, Dallas, Tex., five Model 1's; Department of Public Welfare, Philadelphia, Pa., two Model 8's and one Model 14.

*

Needham Goes to Linograph Company

W. H. Needham has accepted a position with the Linograph Company. He will have as his territory the states of West Virginia, Virginia, Maryland and Kentucky.

Mr. Needham was for six years business and advertising manager of the Mingo Republican, Williamson, W. Va.

During the miner's strike in West Virginia and the Matewan murder trials, Mr. Needham represented two of the largest news-gathering associations and five papers for which he was special correspondent, and sent out thousands of words covering those subjects.

Mr. Needham spent several weeks at the Linograph factory in Davenport to equip himself with a full knowledge of the Linograph composing machine. In addition to his many splendid qualities as a man Mr. Needham is a good printer. For a quarter of a century he has invested his time in the printing and publishing business. His wide acquaintance throughout the territory which he will serve, presages his success as a salesman for the Linograph company.

Printing Industry Represented at Masonic Fashion Show

When the combined Masonic lodges of New York City put on the First Annual Fashion Exposition and Beauty Bazaar for the benefit of Masonic hospital activities, at Madison Square Garden, May 8 to 13, the printing industry was well represented, and did much to make the exposition a success.

One of the most attractive and best patronized booths of the show was that of the Printers' Square Club, an organization composed of Mason-members of the printing and allied industries. That booth, equipped with a new Model 14 Linotype and conducted by a large staff of enthusiastic printing boosters, was surrounded afternoon and evening by countless hundreds eager to respond to the offer of "Your name and the Masonic emblem on a Linotype slug for ten cents."

Several expert operators from big metropolitan plants kept the Linotype turning out a steady stream of ordered lines. A small platen press was available for the printing of cards from the slugs of those who wanted cards, at the rate of twenty-five cents the dozen.

The machinery, accessories and supplies used at the booth were loaned or contributed without charge by various business concerns, and the services of the workers were bestowed gratis.

The Linotype was loaned by the Mergenthaler Linotype Company. The Blatchford Metal Company donated a supply of metal. The press was loaned by Conner, Fendler & Company, and a cash register by the National Cash Register Company. The Hiram Sherwood Printing Company donated a supply of paper; the Flower Steel Electrotype Company, several electrotypes, and the Cohn-Atlee Press, a quantity of printing.

Walter J. Henrich is president of the Printers' Square Club; George Milligan, vice-president; John B. Post, secretary; President Harding is an honorary member. The publicity committee in charge of the Club's booth was composed of Alexander S. Cohan, Joseph Stumpf, and Abram Ward, operator in charge.

The Linotype was installed in record time on the morning of the opening day, under the direction of Martin Feinblatt of the Linotype Company. Among the thousands of persons who visited the booth were many printers anxious to see the latest Model 14 Linotype in action. Demonstrations were given of the ease and speed with which any of its magazines can be changed from the front of the machine.

The exposition as a whole was a great success financially and fraternally. Many thousands overflowed the mammoth showplace daily. The total receipts exceeded expectations.

Printers Square Club Booth at Masonic Fashion Show

State Printing Contracts Go A-Visiting

In the past few years state boards of printing have found it convenient and desirable to have much, and in some cases all, of their printing done without the bounds of their commonwealth. Printers of other states have come in, and in competition with local printers, easily carried away the contract.

This has been the case in Wisconsin, Michigan, Iowa, Indiana and other states.

In order to acquire facilities to carry out the contract recently entered into with the State of Michigan for the printing business of that State, the Fort Wayne Printing company, Fort Wayne, Ind., has purchased the printing plant of the Robert-Smith company at Lansing, Mich., for a consideration approaching $200,000, according to an announcement made by John Wilding, secretary of the local firm.

The acquisition of the Lansing plant, located in the heart of the Michigan capital, will give the Fort Wayne company double the present printing capacity. The new subsidiary is housed in a building four stories high and about 60x150 feet in size. About 100 people are employed in this plant.

Under the existing laws of such states as have gone without their boundaries for state printing it has been impossible for local printers to accept the work and make any money. The laws in these states are so written that concerns from the outside are permitted to come in and compete. Yet, by all the reckoning of cost systems it does not seem possible that a printer in one state could do work cheaper than a printer in another state, particularly when the latter is located in the same city as the state capitol, and therefore has no transportation expense of an extraordinary nature such as a competing printer from the outside will sustain.

It would seem the part of wisdom in every state where such a condition exists that printers' organizations get together and, if the printing laws are not equitable to devise ways and means for placing laws on the statute books that would keep the work of each individual state within its bounds, unless they are not interested in keeping this work at home.

Organization and a united front is always effective. A printer who complains about work going out of his state, who belongs to an organization and does not take an active part in its affairs is a hindrance rather than a useful agent to the organization. If you belong to an organization make up your mind that only through your efforts, and everybody working along the same lines as you, putting their best into the organization, can you hope to benefit from your membership.

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The Voice of the Press

Where is the dear old Vox Populi?
Where is a Constant Reader?
Where is Sic Semper Tyrannis?
Where is an earnest Pleader?
Where is Pro Bono Publico?
Where is Ye Olde Imbiber?
Alas, they now have grown to wealth
And sign themselves

Subscriber.

Tree Turned Into Newspaper in Four Hours

It has never been a point of experimentation to determine how long it takes to turn a tree into a newspaper, but we find that by tests recently made in Berlin, Germany, trees on which birds warble their morning song are turned into newsprint paper and sold as midday editions on the same day in certain towns of the Harz district, says The *Papierfabrikant,* the leading German paper makers' organ.

The exact time taken in the process is 3 hours 25 minutes.

The trees were felled at 7:35 a. m.; pulped and turned into paper by 9:39, rushed in a motor truck two and one-half miles to the printing office and at 11 o'clock newspaper boys were crying the local sheet on the streets.

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Crary North Dakota State Printer

E. N. Crary, who is well known the length and breadth of North Dakota has been appointed state printer. In addition to the many good things that may be said of Mr. Crary it is notable that he is the oldest newspaper man in the state. His newspaper career was started in the village of Crary in 1892. Thence, Mr. Crary went to Edmore, where he established the Herald. In 1913 he published the Devil's Lake World, and in 1920 he disposed of this property, after building it up from practically nothing to a power in the state. In the interim between 1900 and 1920 Mr. Crary also published the Courier at Ramsay, The Herald at Williston, The Herald at Munich and the Republican at Hampden. His acquisition by the state will be a valuable one because of Mr. Crary's practical knowledge of every phase of the printing industry.

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Trade Comparisons of 1921 and 1922

Figures compiled in the office of the Milwaukee Typothetae and taking into account forty-one offices show the following comparisons as between the first quarter of 1921 and the same period this year.

TOTAL SALES 41 PRINTERS, 1921

January	$310,915.00
February	333,771.40
March	333,241.27

TOTAL SALES SAME 41 PRINTERS, 1922

January	$307,107.00
February	300,301.00
March	337,971.00

If the decreased cost of paper is taken into account the volume of business has been larger *every* month of this quarter than it was a year ago and in March just past the volume rose at least $30,000 to $40,000 higher than a year ago if taken on same basis of cost of materials.

✲

No Escape

One can not evade the clutches of the advertising manager of the Muskogee (Oklahoma) *Cimeter.* Says he, in an announcement on the first page of that journal, "If your business isn't worth advertising, advertise it for sale in the *Cimeter."—Nation.*

Responsibility is Individual

Walter G. Penhallow, the versatile secretary of the Milwaukee Typothetae, known as one of the strongest workers in the United States in his inimitable manner, puts forth a plea for interest in organization work in the weekly bulletin sent to members. His reasoning is so sound and so applicable to everyone belonging to an organization—and every printer belongs to an organization of some kind—that we reproduce the article in its entirety.

No chain is stronger than its weakest link and no organization is better than its individual members. There is no virtue in organization per se. Organization is only a means to an end—only an aid to accomplishment.

No organization can possibly succeed in accomplishing its aims and purposes without the co-operation of its members and it will succeed in exactly the same proportion as its individual members co-operate with its purposes and aims and support its standards by their every-day practices in business.

Milwaukee Typothetae, your Typothetae, is rated as a successful organization of Printers; perhaps as one of the most successful of such organizations. Your Secretary knows this—you know it and point to it with pride which is, perhaps, justifiable and good, if not carried too far.

But right here is where the danger lies. As an organization grows and becomes established and successful, its individual members, some or all of them, are apt to rest on their oars. They seem to say, "There! that job is done or I have done my share, now I can rest awhile." "Let George do it" gets to be more or less the general attitude of the members,—and the organization begins that minute to die of dry rot from the inside outward.

Responsibility is individual—it rests upon every member of the Milwaukee Typothetae—you and you and you—to think and work for the betterment of this organization,—just as much today as in January of 1920 when it was beginning. Co-operate with it and support it to the limit of your time and ability in every good work it undertakes, for in doing so you are taking the best measure possible to insure the prosperity of your own business.

Because responsibility is individual, one individual member of an organization who does not live up, in his every-day practices, to the standards of conduct in business set by his organization, can do more to tear the organization down and tear it apart than any six or sixty of its members can over-come and repair. The structure of the Milwaukee Typothetae offers no exception, is not immune, to the damage that insidious "boring from within" of this kind will do to it.

Think this over—by your every-day business practices (and this includes the prices you quote) are you reflecting credit upon yourself your business and your organization?

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Some Printer

"May I print a kiss on your lips?" I said,
And she nodded her sweet permission.
So we went to press, and I rather guess
We printed a full edition.
"One edition is hardly enough,"
She said with a charming pout.
So again on the press the form was placed
And we got some "extras" out.

—The Falcon

Linotype Exhibit at A. N. P. A. Convention

Throughout the convention of the A. N. P. A., five of the newest model linotypes were exhibited in the East room of the Waldorf-Astoria by the Mergenthaler Linotype company. The machines shown were models 8, 9, 14, 22 and 24.

Particular attention was directed to the improved models 8 and 14, the construction of which makes possible the removal and replacement of the lower or any other magazine in a few seconds' time, from the front of the machine. And demonstrations were given of the ease and speed with which a single-magazine model 8 or model 14 can be converted into a two- or three- magazine machine, by the operator himself, right in the composing-room.

Another feature of the exhibit was a large panel listing, through the medium of newspaper heads, the many users of display linotypes. A working model of the linotype escapement mechanism was shown, as was, also, an unattached four-mold disk in position on a mold slide.

In a smaller room adjoining the East room, a room provided by the makers of the linotype as a sort of club lounge for visiting publishers and friends, a comprehensive showing of linotype typography was displayed. Another feature of unusual interest was a four-unit exhibit prepared especially for the Pulitzer School of Journalism, at Columbia University, by the Mergenthaler company, with the co-operation of the New York *World*. The exhibit consisted of an all-linotyped newspaper form; a stereotype mat made from the form; a curved plate made from the mat, and a framed proof of the page.

Just outside the main entrance an electric projector continuously presented many views of the linotype and its product, and in a graphic way called attention to the vast resources behind "the machine that lasts."

Thousands of attending publishers and friends visited the exhibit, and several orders were placed for machines on the spot.

The exhibit was in charge of Walter H. Savory, personal representative of the vice-president and general manager, assisted by Fred C. Grumman, manager of the New York agency, and his staff. Among the linotype executives and representatives regularly in attendance were John R. Rogers, consulting engineer; David S. Kennedy, head of the experimental department; Walter C. Bleloch, manager of the Chicago agency; Fred W. Bott, manager of the New Orleans agency; Jack Sterrett of New Orleans; A. B. Collins of the San Francisco agency; Thomas Bland, manager of Canadian Linotype, Ltd., of Toronto, and Alfred Archer and H. E. Reid of Toronto.

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Newspaper Men on Tour

May 22, 23, and 24, business representatives of newspapers published in western New York made up a party for a auto tour through the Green County section of the Catskill Mountains. They traveled by boat from New York up the Hudson to Sauguarties. From this point they motored through the Rip Van Winkle country.

The party was sponsored by the Circulation Managers Association from Greater New York, and vicinity.

Affairs of this kind presage a healthy co-operation between business executives and other officials in modern newspaper work. If there is anything that stimulates an enterprise to greater endeavor and enables it to the best work it is such manifestations of interest in what the other fellow is doing.

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A Double Scoop

Western Exchange—Yesterday we were the first newspaper to publish the death of John J. Parker. To-day we are the first to deny the report. The *Morning Bugle* is always in the lead.—*Boston Transcript.*

"30"—J. Richard Kemp

It is with profound sorrow we chronicle the sudden death of J. Richard Kemp, western sales manager of the Miller Saw-Trimmer company, which occurred in San Francisco, Thursday, May 25.

Mr. Kemp was born in Tennessee in 1875. He early became identified with the printing industry in his native state, working as a linotype operator. As a journeyman he drifted south, finally locating at Atlanta, Ga., where he entered the employ of the Keystone Type foundry as salesman, later advancing to the position of branch manager.

In May, 1917, he became general sales manager of the Miller Saw-Trimmer company, serving until March, 1919, when he became western sales manager of the company in San Francisco, serving in this capacity to the time of his death.

"Dick" Kemp, as he was familiarly known to his host of printer friends, as a salesman and as a man, stood for the higher obligations and integrity among men which need not be signed or sealed. Those who came to know him in a business way stayed with him as friends. He delighted to render service and to apply the fruit of his long experience. Nobility of purpose, a kindly, pleasant disposition, and a sincere loyalty were his attributes. He has left to all with whom he came in contact the memory of a sincere friend and a strong, honest man. "30," old friend, has found you never wavering in the path of right.

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Waukegan Publisher Finishes World Tour

W. J. Smith, editor of the Waukegan, Illinois, Daily Sun, has just returned from an 8 months' trip which carried him about the world. Mr. Smith was a delegate to the Worlds' Press Congress at Honolulu as a member of the Illinois Press Association of which he is treasurer and also of the National Editorial Association.

Following the three weeks' stay in the Hawaiian Islands, he with Mr. and Mrs. F. P. Glass of Birmingham, Ala. and Mr. and Mrs. F. P. Glass, Jr. of New York, started on a tour which carried him into Japan, Korea, China, Philippines, the Malay States, Burma, India, Egypt, Greece, Italy, France and England. In all he covered about 35,000 miles. The Glass party remained in Europe for the summer. Mr. Glass Sr. is former editor of the Birmingham, Ala. News, Mr. Glass Jr. is the assistant Foreign Editor of the New York World.

During Mr. Smith's travels he kept his readers at home in a constant state of expectancy, by regaling them with accounts of his travels. His articles were most interesting, and informing and bristled with the virility Mr. Smith has always injected in his newspaper writings. Several columns of the first page were usually devoted to the travel accounts of the party. The day of his return to Waukegan. Mr. Smith's last installment of travel stories appeared. In that last siesta he most likely gave his readers the biggest thrill by publishing under the usual travel story head this one sentence:

"Thank God, I'm an American!"

NEWSPAPER TYPOGRAPHY

Expressiveness and Pulling Qualities of Ads

Typography Sells Goods Quite as Readily as Merchandising Appeal Made Through Reading Matter and Illustrations in Newspaper Publicity.

By JACK OAKLEY

PICTURE the "window shopper" going from store to store, viewing the merchandise displayed. Eventually he enters one of them. Perhaps he buys. Perhaps not. He may not enter a store on every window-shopping tour. Yet when he does set out to buy, invariably he goes directly to some particular store and his wants are soon filled.

There is a direct simile between the "window shopper" and the "advertising shopper." In a sense, both read ads. The window display of any merchant is an ad that may be characterized in the same category with the newspaper display ad. The merchant displays his goods attractively, in windows with pleasing settings, to invite the attention of the passerby. If perchance he enters the store, directly he becomes a prospect. It is then up to the merchant to sell him.

In like manner, as the display advertising in the newspaper ads are passing in review before the reader, "shopping" is going on. The first impression will impel or mar attention. If attention is attracted by some particular ad it immediately becomes favorable or unfavorable. If favorable, interest is aroused. An awakened interest blossoms into desire and eventually into action; or it cools. If the latter happens it may be said the effect of the appeal on the reader was negative.

A merchant, favored by a call from a customer, is charged with the success or loss of a sale. An ad that does not attract and hold attention, likewise loses a sale, since it follows that if interest is not aroused there is no impelling force.

And so, thousands of dollars are squandered in newspaper advertising. More often than not advertising is condemned as a sales factor. Yet a sound reason can

The Aluminum ware that was to be sold on the Community Sales Day came in one day late.

In order that all may be treated alike we will offer this for sale at the same price 79c Sat. Feb. 18th.

The Phillip's Store

Fig. 1

Community Sales Day Aluminum

OWING to delay in shipment, the aluminum ware which we endeavored to secure specially for Community Sales Day, arrived one day late. These goods were of such special value that we were delighted at the prospect of affording all our customers an opportunity of securing fine aluminum utensils.

We will place this ware on sale Saturday. Choice of any Utensil.

79c

There are all sizes stew pans, frying pans, rice boilers, tea kettles, teapots, coffee pots, cake pans, mixing pans, kettles, and a host of attractively useful utensils that you will be delighted to include among your home possessions.

The Phillips Store

Fig. 3

You are not at all times in the market for new Jewelry -- But we can and will give you prompt and accurate work in repairing your Watch, Clock, or Jewelry.

We also carry a very large stock of lenses and do an extensive business in fitting glasses.

RHOAD'S

Jeweler and Optometrist

129 E. Market St.

Lewistown

"Jewelers for 3 generations"

Fig. 2

The exquisite charm and character of Rhoads Jewelry recommend it to those who appreciate out of the ordinary creations. We always have the discriminating taste of our customers in mind when we select our new stocks. Therefore you will find here the very things that will delight and please you.

Rhoads

Jeweler

129 E. MARKET STREET, LEWISTON

Jewelers for Three Generations

A very satisfying department of our establishment is the fitting of eyeglasses. A carefully selected assortment of frames and mountings is always available. The prices, too, are very attractive. "Better see Rhoads to see better."

Fig. 4

be assigned for every failure. Without discussing all the contributing factors in failure of advertising, since not all of them are attributable to the newspapers, we have chosen those which most vitally concern the space merchandisers.

Advertising appeals to the reader in like manner as the customer is impressed by the salesman who makes a personal call. There are basic fundamentals which apply in each case. Taking them in order, comes first, favorable attention; second, interest; third, appreciation; fourth, desire; fifth, action; sixth, satisfaction. One of these qualities lacking in advertising, or in personal salesmanship, failure results. Therefore it is logical and sound reasoning that advertising, first of all, must attract favorable attention.

It follows, then, that typography is the biggest factor making for such favorable attention. Though this is true, publishers permit thousands of dollars to be spent for advertising without interesting themselves in the "favorable attention" qualities of the typography. The way has been open for several years to an easy road for selling advertising space. Yet few have grasped it. Bright minds in advertising not associated with the advertising departments of newspapers have long since appreciated the "favorable attention" factor of typography, and have built accordingly. No one can deny that their methods have been fruitless. Compare newspaper advertising today with what was hashed up ten years ago; and look in at the stores of the merchants who are using "favorable attention" space, and you will not deprecate the fact that good typography in advertising pays.

If every newspaper invested an amount of money necessary to send one of its bright craftsmen to a recognized school teaching typography, such as Carnegie Tech., the U. T. A. school, Wentworth Institute, Massachusetts Tech., and other notable institutions, it would be the best investment they ever made. And if, in addition, they sent their advertising manager into training as merchandisers and copy writers, they would thereby establish a service department that no amount of money, spent for space sellers, could distance when final results in space sales were compared.

To illustrate our points more clearly, we took a newspaper from the many coming to our desk, and choosing at random, selected two ads (Figs. 1 and 2). These are by no means exceptional examples. They are the ordinary run of ads one usually sees in the average small town newspaper. Fig. 1 has nothing to recommend it, either from the viewpoint of typography or text matter. It is "just an ad." Probably did not pay for itself in sales, let alone producing sales the space warranted. Here the newspaper publisher had opportunity of using his service to good advantage by suggesting to the merchant that he would like to help him prepare the copy. This done, and pursuing the space to a sure success, he would have sketched a diagram so the composing room could build the copy into "favorable attention" space. A resetting of this ad (Fig. 3) shows what may be done both by way of preparing the copy from an interest, appreciation, desire and action viewpoint, and then dressing it for "favorable attention."

Fig. 2 goes far afield as a jewelry ad. It is more expressive of hardware, speaking now of the typography. The negative vein of the copy needs no elaboration. It speaks for itself. Fig. 4, a rewriting of the copy and resetting in typography more in keeping with what it advertises, breathes the atmosphere of jewelry.

These are but two instances, illustrated the better to make our points clear. Some will say, "It can't be done." "That sort of thing is all right for the big newspaper that can afford to pay salaries to men who can do these things." If a thing is worth doing at all, it is worth doing well.

Study typography. Encourage your printers to study typography. Interest them in improving their craftsmanship. Interest your advertising department in merchandising and selling in a way that will impel them to write sales copy. These two factors, co-operating, will bring to your paper and to the advertising space you exploit, the patronage and prestige this kind of service deserves—a reward in patronage and in satisfaction.

Day by Day with the Editors' Special

Interesting Itinerary, Crowded with Sightseeing, Arranged for Members of National Editorial Association. Attending Annual Meet at Missoula

PREPARATIONS for the annual convention of the many members of the National Editorial association are rapidly nearing completion all along the route and unique entertainment is assured daily for those who make the pilgrimage. The business sessions are at Missoula on July 19, 20, and 21, but the initial rendezvous is at Chicago from where the journey westward starts on July 9th.

SUNDAY, JULY 9TH

Headquarters in Chicago will be at the Morrison hotel, July 9. Convention specials will leave Chicago Sunday, July 9, from the Union Station.

Speeding northward toward the Twin Cities, St. Paul and Minneapolis, over the Burlington route, appropriately named the Mississippi River Scenic Line, "where Nature smiles 300 miles," the special trains skirt the majectic Father of Waters, island-dotted and fringed by weather-painted bluffs.

MONDAY, JULY 10TH

A daily newspaper titled the "National Editors' Argus" will be published on the convention specials. The first edition will greet the delegates at breakfast in the diners, the morning of July 10.

In Minneapolis, the editors are assured a fitting welcome. An automobile tour is being arranged to take the editorial pilgrims through the beautiful parks, around the lakes and to the many interesting public buildings of St. Paul and Minneapolis.

The special trains will leave Minneapolis at 6:30 P. M., July 10th. Dinner will be served in the diners. Editors are assured of the finest foods the market affords.

TUESDAY, JULY 11TH

The next halt will be at Medora, N. D., the morning of July 11. The editors will then be in the heart of the Badlands, now officially known as Pyramid Park, famous for its fossil remains of prehistoric ages and the activities of outlaws and warring Indian bands of the frontier days. A portrait of Colonel Roosevelt will be presented to each editor by the American Defense Society of New York City; and a cowboy chuck-wagon may be in evidence.

The next stop and the first halt in Montana will be at Miles City at 4:45 P. M., July 11. A motor tour will acquaint the editors with the modern city which developed from the old frontier post named after General Nelson A. Miles. Special entertainment, including a "round-up" supper on the banks of the Powder River is being arranged by the citizens of Miles City. The second edition of the Argus will be delivered at Miles City.

At 11:45 P. M. the trains will leave Miles City. Sleeping cars will be ready for occupancy at 9 P. M. daily. The special trains will arrive at Billings at 6 A. M., July 12th. The third edition of the Argus will be distributed at breakfast time.

WEDNESDAY, JULY 12TH

If weather conditions are favorable, an automobile tour of the oil fields of which Billings is the center will be made. The special trains leave Billings at 11:30 P. M. for Cody, the home town of the late Colonel William Cody (Buffalo Bill). One does not need to be reminded that from Cody starts one of the biggest treats of the outing, a four-day tour of the Yellowstone National Park, the "Land of Natural Wonders" and to do the Park with your friends for the four days is a most happy arrangement. The same motor must be used each day; trading seats or drawing seats by lot is one factor of the day's fun, but always travel in the same motor. The "Yellowstone Park" edition of the Argus will be on hand at breakfast time. Read it for announcements each day. The outing in the park will occupy July 13, 14, 15, and 16.

THURSDAY, JULY 13TH

Departure from Cody will commence at 7:30 A. M., July 13, in motors to Pahaska. The second section of the party will leave Cody at 8:15 A. M., arriving at Pahaska at 11:15 A. M.

Lunch will be served at Pahaska Teepe, Buffalo Bill's old hunting lodge, and the Grand Canyon will be reached at 4:30 P. M., the trail enroute passing Sylvan Pass, Ranger Station, the Corkscrew Hill, and a halt being made at Mud Geyser. An orchestra provides music for dancing in the big lounge room of the Canyon Hotel.

FRIDAY, JULY 14TH

From Grand Canyon, the tour is resumed on July 14 to Upper Geyser Basin, Minute Man Geyser, Iron Spring, and Gibbon Falls. Stops are made at Mammoth Paint Pots and Excelsior Geyser Basin. The afternoon will be spent in Upper Geyser Basin where are located the largest and finest geysers in the world including "Old Faithful" the most noted of them all.

SATURDAY, JULY 15TH

July 15, Grand Canyon is reached at 12:30 P. M., the trail leading over the Continental Divide twice at an altitude of 8,300 feet. The trail also leads along the shores of Yellowstone Lake, the highest lake of its size on the continent, and passes through the Knotted Trees and by the the Natural Bridge. Lunch will be served at the canyon.

SUNDAY, JULY 16TH

On July 16, the tour starts at 8 to Mount Washburn, 10,500 feet high, in automobiles. On clear days the entire park can be seen. From Mount Washburn the road descends to Tower Falls, past the Needles and Camp Roosevelt to Mammoth Hot Springs where lunch will be served. Departure from Gardiner is scheduled for 8 P. M.

Special entertainment also will be provided for those visiting the camps.

From Yellowstone Park the trail leads out of Gardiner Gateway northward into Montana again. The trains leave Gardiner at 9:30, arriving at Bozeman the following morning at 6. The fifth edition of the Argus will greet you at breakfast time.

MONDAY, JULY 17TH

Motors will convey the party from the train to hotels and breakfast will be served. At 8:30 at the Ellen Theatre scenery of Montana will be shown. Pictures of Bozeman's Roundup will be featured. Leaving the theatre, autos will convey the party for a trip in the Gallatin Valley. Returning at noon, with a box lunch on the train, the party will depart for Helena.

At Helena, the sixth edition of the Argus will be delivered. The editors will be taken on a motor drive about the city and the mining district surrounding it and then to the Broadwater hotel.

TUESDAY, JULY 18TH

The next stop is at Butte, world's largest mining camp. The day will be crowded with a program which includes a trip by special electric train to the greatest smelter in the world, located at Anaconda. A get-together meeting and entertainment in the evening at the famous Columbia Gardens maintained by Senator W. A. Clark, is being arranged. Auto drives over the Continental Divide and along Roosevelt Drive will be made. The seventh issue of the Argus will appear at Butte.

Leaving Butte special trains will speed on to Missoula, the "mecca" of the 1922 pilgrimage, arriving in the early morning hours.

WEDNESDAY, JULY 19TH; THURSDAY, JULY 20TH, AND FRIDAY, JULY 21ST

Business sessions will be held at the Elks' Club, beginning the morning of the 19th. The convention number of the Argus will be issued with announcements. The afternoon will be set aside for sessions of the convention. The program of the evening's entertainment will be announced during the sessions of the convention. On the 20th, sessions of the convention will be held both during the forenoon and afternoon. During the evening a banquet will be tendered the members of the association. On Friday, sessions will be held both forenoon and afternoon. The close of the convention will permit the delegates to witness a reproduction of the battle of Vimy Ridge, a feature long to be remembered. Other entertainment (surprise events), is to be anticipated as Missoula has plans long and many in the making.

SATURDAY, JULY 22ND

The morning of the 22nd, after breakfast, the editors are to become the guests of the citizens of the Upper Bitter Root Valley, for an automobile trip. Motor cars will leave Missoula, halting at Lo Lo, Florence, Stevensville, Corvallis, Darby, Hamilton, and Victor.

At Darby, a unique treat awaits the editors. The citizens of that community will spend the previous day catching mountain trout in the adjacent streams where no fisherman ever was disappointed and a luncheon featuring trout, strawberries and cream, will be in waiting. The special trains will leave Missoula at 3 A. M., the morning of Sunday, July

23rd, northward bound toward Glacier National Park.

SUNDAY, JULY 23RD

From Missoula on Sunday, the party will halt for several hours at Ronan where a home-cooked breakfast will be served by the housewives of the town. Leaving Polson at 12:15 P. M., on the steamer Klondike, the party goes aboard the steamer from the train at the docks, embarking for Idlewild Island. The Island is owned by Montana State. The Flathead Lake trip will end at Somers at 5:15 P. M., where the convention party will proceed to Kalispell. Read at Kalispell the ninth issue of the Argus on Monday morning. On arrival of the sleeping car trains berths will be in readiness for occupancy.

MONDAY, JULY 24TH

Following breakfast the party will be entertained in Kalispell with auto drives, leaving after luncheon for a trip via auto or train enroute to Belton and to Lake McDonald where dinner will be served. The schedule arranged indicates the party will leave Kalispell at 1 P. M., arriving at Belton at 3 P. M., making the trip to Lake McDonald, later returning to Belton. Sleeping cars will be in readiness on return of the party, departure from Belton at 11:55 P. M., to enter Glacier National Park for a two-day outing.

TUESDAY, JULY 25TH

Read the Glacier park special edition of the Argus during the breakfast hour, for at 8 A. M., Tuesday, the convention party will begin to fully enjoy the wonders of the great out-door playground of the Northwest. The afternoon and evening will be filled with enjoyment of the wonderland.

WEDNESDAY, JULY 26TH

The party will board busses and retrace their steps to St. Mary's Lake, a wonderful mountain lake. From here the party will proceed up the lake to the chalets of Going-to-the-Sun. Luncheon is served in the dining chalet. Aboard the cruiser, St. Mary, the trip down the lake commences. St. Mary's Chalets are reached at 3 P. M. Auto busses take the party to the Glacier Park hotel where dinner awaits.

THURSDAY, JULY 27TH

Leaving Glacier National Park at 9 P. M., Wednesday, the 26th, trains will go to Lewistown, arriving there at 7. Thursday, July 27. Refreshed by a full night's slumber, members of the convention party will breakfast as the eleventh issue of the Argus comes from the press. Luncheon will be served in one of the smaller towns in the Judith Basin and an out-door dinner on the banks of Spring Creek will precede the evening entertainment.

FRIDAY, JULY 28TH

The special trains will leave Lewistown at 11:55, the 27th, and are due to arrive at Great Falls at 6 A. M., Friday, the 28th. During the day to be spent in Great Falls the editors will have an opportunity to inspect the great water power project. The twelfth edition of the Argus will be issued.

SATURDAY, JULY 29TH

Leaving Great Falls, the party will continue to Havre. After breakfast a trip by auto to old Fort Assinniboine will be made and a visit to the Agricultural Experiment Station follows. Other stops on the homeward journey will be at Chinook for a short auto drive; at Malta to attend a "surprise party;" at Glasgow, where the entertainment is scheduled as a "secret." At Wolf Point, on the banks of the Missouri River, a real wild west show awaits the editors. Special trains leave at 6:30 Saturday, arriving in St. Paul at 7 Sunday. The trains will continue on from the Twin Cities to Chicago, arriving at 7:45 Monday, July 31.

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Advertising for Railroad Mileage

Recently, where state laws will permit, railroads have been making an effort to exchange mileage for advertising.

Editors in various states have taken up the matter, discussing it from the business angle. There are those who look upon exchanging advertising for mileage with favor. Opposed to them are the business men who frown upon the suggestion.

Wherever there is a point at issue there is bound to be a difference of opinion. Each side will always have its supporters. It strikes us, however, that viewing the matter from the business angle, and if newspaper space has any merit, then it should be paid for in cash, and the publisher should buy his mileage and pay for it in cash. Hearkening back to the days when the subscriber of a newspaper came to town once a year with a bushel of potatoes or a dozen heads of cabbage, or some other of his products and tendered them to the newspaper publisher for payment of his subscription, and remembering quite well the hard times of many of these publishers, it goes without saying that to accept railroad mileage for newspaper advertising is reverting to those old exchange and barter conditions. We are living in a day when money is the only factor in exchange. If we buy anything we hope to pay cash for it. If we sell anything we expect to receive cash in return.

The newspaper business will never benefit or advance its interests if it belittles the value of its advertising space by placing it on the counter for barter and exchange for anything that someone might come along and offer. If a thing is worth having it is worth paying for. If your newspaper space has value then the advertiser should pay for it.

In this connection Will A. Hume of the Chilton (Wis.) *Times* says:

"There is no newspaper man in Wisconsin that ever accepted advertising in exchange for mileage that did not pay better than 3 cents a mile for the traveling he did on the railroads. When the law was passed cutting off this exchange it placed the newspaper fraternity in the class with those who were riding on free passes, which was a wrong idea.

"The newspapers of Wisconsin who are each week asked to give a boost for this money maker or that without even a 'thank you' are the newspapers that are in a losing game. Let the railroads pay cash for advertising and they will get good returns on their investment. Let the newspapers pay cash for their rides and they will feel better for so doing."

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It Pays To Advertise

A New Hampshire girl advertised for a job, and among her other accomplishments mentioned she could make good home brew. She received twenty-eight offers of a position and ninety-three proposals of marriage; two of these by telegraph.—"Wayside Tales."

Selling Your State to the National Advertiser

A feature of the Associated Advertising clubs of the World convention in Milwaukee, June 11 to 15, was the spectacular effort put across by the League of Wisconsin Daily Newspapers to "sell the state of Wisconsin to the national advertisers."

Around this slogan was built one of the most intensive campaigns ever inaugurated by a state organization of newspapers. The biggest single element of the campaign was the purchase of full page advertisements during the convention.

The League papers determined that every national advertiser and every advertising agency man present at the convention should be thoroughly "sold" on Wisconsin before leaving the convention city.

In preparation for the campaign an enthusiastic meeting of the league was held in Milwaukee, March 28. As a result of this meeting headquarters were established in the Plankinton hotel. From this central point information about every daily newspaper in the state was gathered and tabulated. This was used in a splendid manner in the page advertisements. Along with this data was an untold fund of information regarding the richness and facilities of the state of Wisconsin, bearing heavily on the ability of its population to purchase nationally advertised goods. It was pointed out that there is no poverty or penuriousness in Wisconsin. On the other hand there is the ability to buy and it required only the exploitation of this vast field to make it blossom forth into substantial sales.

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Buys Staats-Zeitung at Receiver's Sale

The Illinois Staats-Zeitung, oldest German newspaper in the state, was purchased recently at a public receivership in Chicago. Dr. Karl Weiss publisher and founder of several German papers in Canada and the United States, was the buyer.

The purchase will, it is asserted, end several years of controversy over debts, bankruptcy proceedings and the like.

Four months ago a receiver was named for the paper and daily publication was suspended. Sunday publication was continued to keep alive the Associated Press franchise.

Dr. Weiss announced daily publication would be resumed within a month.

Dr. Weiss was publisher of official organs of the German consulate before the war, but suspended his publications shortly after the outbreak of the war and returned to his profession as a chemist. He came to the United States in 1900 and in 1911 became an American citizen.

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Twenty-three students will graduate from the University of Oklahoma, School of Journalism in June. Most of them expect to secure work on Oklahoma papers.

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The Newcastle (Pa.) News is preparing to erect a new home for its occupancy some time this year.

★

Ownership of the Everett (Wash.) Herald has passed to Gertrude D. Best following death of her husband, James E. Best, the owner.

ASSOCIATION ACTIVITIES

Northwestern North Carolina Press

The summer meeting of the Western (N. C.) Press association held in Morganton June 8 and 9 combined business with pleasure. In addition to the interesting program held on June 8, an entire day June 9, was devoted to a picnic at Lake James, sponsored by Miss Beatrice Cobb, editor of the Morganton News *Herald.* Besides the picnic, visits to other points of interest were made.

The business session was replete with interesting talks, featured among which were: "Features that will Increase Rural Circulation," A. C. Honeycutt, News *Herald,* Albemarle; "Foreign Advertising for Agencies," Fred May, topic Lenoir, J. T. Perkins, *News,* Lincolnton; "The Newspaper As a Community Institution," H. G. West, *News,* Thomasville; "The Goal of the Journalist," F. A. Carr, *Herald,* Spruce Run. In addition there were interesting round table discussions at which many things of interest were threshed out. In the afternoon a visit was made to the state hospital followed by a dinner given by Morganton Kiwanis Club.

*

Death of Russell Monroe

Russell Monroe, assistant professor of journalism in the University of Oklahoma and pioneer Oklahoma newspaper man, died at his home in Norman, May 22nd. Death followed a hemorrhage resulting from an attack of influenza several months ago which left him in impaired health. Mr. Monroe was connected with Missouri and Oklahoma newspapers until 1916 when he became assistant publisher in the University of Missouri. He became connected with the University of Oklahoma in 1920 as assistant professor of journalism. Mr. Monroe had charge of the courses in Advertising, Cost Accounting, and Newspaper Administraton. The Cost Accounting and Business Administration courses were introduced into the school's curriculum under Mr. Monroe's direction. He was a man of most pleasing personality, a Mason, a member of the Typographical Union, of the Alpha Delta Sigma, and was only 45 years old at the time of his death which was greatly regretted by all who had ever come in contact with him.

*

Pennsylvania Associations Plan Big Meeting

Friday and Saturday June 23 and 24, the annual conventions of the Pennsylvania State Editorial association and Pennsylvania Weekly Newspaper association will be held at the Penn Harris hotel, Harrisburg.

Many important questions will arise at this joint convention. A large amount of business is also to be transacted. Secretary Howard Reynolds of the Quaryville Sun has sent out notices, and reports coming in presage a well attended meeting. Speakers of prominence both in the industry and men connected with big things in Pennsylvania are on the program. A banquet will be served in the evening.

Association Calendar

JUNE

June 21-23.—Meeting of the South Carolina Press Association at Myrtle Beach.

June 23-24.—Annual convention of the Pennsylvania State Editorial association and the Pennsylvania Weekly Newspaper association at Harrisburg.

June 23.—Meeting of the Southeastern Colorado District Press association at Lamar.

June 23-25.—Sixty-sixth annual meeting of the New Jersey Press association, at Pocomo Summit, Pa.

June 23-26.—Summer meeting and river excursion of the Southern Illinois Editorial association, leaving St. Louis 5 p. m., on the 23d for Cape Girardeau and Commerce, Mo., and returning on the 26th.

June 23-27.—Annual outing of the Southern California Press association, at Arrowhead Lake, in the San Bernardino mountains; assemble at San Bernardino June 23d.

JULY

July 13-15.—Meeting of the East Tennessee Press association at LaFollette.

July 14-15.—Summer meeting of hte Washington State Press association, Pullman, Wash.

July 14-15.—Summer convention of the Washington State Press Association, Pullman, Wash.

July 21-22.—Summer meeting of the Colorado Editorial association at Pueblo.

*

New York Press Association

President Wallace Odell, of the New York Press association, in manner characteristic of the happy, successful publisher he is, after telling how he became a member of the association and how he profited from organization work, outlines plans for the summer meeting, June 27, 28 and 29, as follows:

"This year, we are going to have one of the those regular old fashioned family reunions. We meet at the Hotel Kaaterskill in the Catskills. It's one of the finest hotels in the state. The Catskills are praticularly charming in June, and the state, this year, is making a drive to have the people visit that section and enjoy its beauties. The great advantage in meeting at a hotel like this, is that it will keep us together for the three days. And I am telling you there won't be a dull minute. The hotel is 25 miles from Kingston.

"We will meet Tuesday afternoon. Tuesday evening we will do as little business as possible—mostly routine. Then we will have a dance. Dancing up in the Catskills is particularly attractive, for it is cool and the air is bracing. The moon has promised to give a special demonstration for us and he will be out in all his glory. Oh, boy, can't you just picture the beauties of it!

"Wednesday we get down to business. We know it's going to be a most profitable day, for we have splendid speakers on our program.

"In the evening we banquet. It's going to be a splendid affair this year. We have booked former Postmaster General Will H. Hays and Herbert J. Kaufman. Mr. Hays needs no introduction and neither does Mr. Kaufman, one of the most brilliant writers in America today.

"Thursday we take up business again. In the afternoon we finish our session, elect officers and go home. That is some may, but I'm thinking the lure of the Catskills will hold many over for another day."

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Southeastern Nebraska Press Club

One of the features of the meeting of the Press Club at Falls City, June 5th, was the example of rate cards of all the newspapers in the district, in an effort to arrange a uniform rate for all the newspapers of the association. After considerable discussion and thought the matter was referred to a committee.

Many interesting talks were a feature of the meeting which was presided over by W. C. Norton of the Humboldt *Standard.* Miss Eunice Haskins of Stella *Press* in her inimitable manner took care of the wants of the delegates in her position as secretary.

The speaking program included the following:

"Problems of 1922," C. C. Davis, Falls City.

"Association Matters, and Nebraska Press Association Prizes," O. O. Buck, field secretary.

"Political Advertising," S. W. Thurber, Tecumseh.

"Dead-Head Advertising and the Publicity Agent," J. A. Yowell, Verdon.

"Advertising Agencies and Foreign Representatives," H. D. Flory, Pawnee.

"Up-to-Date Rate Cards," L. E. Tobias, Sterling

"The Fine Points of the Newspaper Game," Mrs. Belle Mulligan, Falls City.

"Better Papers, Not Cheaper Ones," J. C. Voline, Auburn.

"Advertising and Job Printing Costs," G. E. Hungerford, Shubert.

"What Can Country Print-Shops Do to Meet Cut Rates of City Competition?" W. C. Norton, Humboldt.

"The Franklin Printing Price List," W. H. Orr, Falls City.

"Why I Am a Candidate for the State Legislature," Vern Gibbons, Dawson.

"Humorous Reading," Mrs. C. G. Humphrey, Falls City.

*

Wisconsin Paper Men Start West Coast Mill

According to reports from Appleton, Wis., virtually the only tissue paper mill on the Pacific coast is being established by widely known Wisconsin men of the paper industry. The company, capitalized at $250,000, will be known as Westminster Paper Mills Co., with John J. Herb, formerly of Appleton, president; Michael Herb, vice president, and A. M. Onkels, treasurer. Michael Herb and Mr. Onkels formerly lived at Marinette. One machine will be operated at the start about Oct. 1. The plant will be at New Westminster, B. C., 14 miles from Vancouver.

Washington Press Association

Following closely on the heels of the Wisconsin Daily Newspaper League to sell its state to the national advertiser the Washington State Press association is launching a huge campaign featured under the head "Know your state."

Indorsement of the plans submitted by Field Manager Fred W. Kennedy, assistant professor of journalism at the University of Washington.

Indorsement of the publicity campaign by a publisher carries his pledge of co-operation. There are three parties to the agreement—the association, the publisher, and the commercial organization of the publisher's town or community.

The publisher will gather accurate facts regarding all resources—natural, industrial, scenic—of his territory. He will give a set column for a period of a year or more, estimated in value at from $500 to $700, to the series of articles on Washington.

The commercial organization agrees to co-operate with the publisher in the compilation of information.

The press association, through its central office, will edit all matters—each city or town whose publisher agrees to use the series will be given a half column—and release it in column lots weekly through its bulletin, The Live Hook.

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Wisconsin Press Association

The Milwaukee Journal Tour Department has co-operated splendidly with the committee of the Wisconsin Press Association, which has in hand the details for the automobile trip through southwestern Wisconsin. This would be the biggest trip thus far attempted.

Tourists are to assemble at Kilbourn. The party will leave there at 9 o'clock Friday, August 4th, for a steamboat ride through the famous Dells of the Wisconsin. Dinner will be served at Kilbourn by business men of the city.

Friday afternoon the caravan will go to Baraboo and stop at the state park on Devil's Lake. Here will be found splendid opportunity for bathing and there will be other entertainment furnished during the afternoon and evening by the Kiwanis Club of Baraboo.

The Saturday trip will be from Baraboo to La Crosse, with short stops at Reedsburg, Wonewoc and Hillsboro.

Leaving La Crosse Sunday morning, the trip will be through the beautiful and picturesque Coon Valley, whose scenic grandeur has given it the title of "the Switzerland of Wisconsin." A short stop will be made at Viroqua and the run continued to Prairie du Chien, arriving about noon. After luncheon, Henry E. Howe of the Prairie du Chien Courier will assume command of the tourists and give them a ride down the Mississippi river on a large steamboat. The boat will stop at McGregor, Iowa, where a number of Iowa editors are to join the party. Supper will be served on the boat and the party will return to Prairie du Chien in time for a good night's rest.

The run on Monday will be through Fennimore, Lancaster and Platteville. At the latter city a stop will be made to visit one of the lead or zinc mines for which that locality is famous. Another stop will be made at Mineral Point before the party reaches Madison, the beautiful capital city of Wisconsin, for the final roundup of the tour.

California Press Association

May 19, over one hundred editors and their wives gathered at Fresno for the annual outing and convention of the California Press. The delegates hied themselves to Huntington Lake in the Sierra Nevada Mountains.

Friend W. Richardson, president of the association, and Oran A. King, secretary, planned the excursion, which was a feature enjoyed after the two days business session.

Many interesting and instructive talks were given.

J. F. Craemer, vice-president of the organization, gave an interesting talk on "Cutting Newspaper Rates," while "Postal Zone Rates" was discussed by S. D. Mark of the Burlingame Advance. W. E. Smith of the Yreka Journal led a discussion on "Free Advertising in Plate Matter" and Geo. A. Barry of the Monrovia News gave a splendid talk on "Free Campaign Publicity." Miss B. Downing of the Santa Clara Journal spoke on a subject of much importance, "The Price of Print Paper"; "Truth in Advertising" by F. D. McPherson of the Santa Cruz Sentinel, and "Advertising Newspapers" by H. A. Charters of the Tulare Register were subjects ably handled by these prominent publishers.

"News by Radio" was a topic of considerable interest and Geo. C. Radcliffe of the Watsonville Pajaronian held the attention of his fellow-publishers while he discussed this new method of handling news.

It is interesting in passing, to note that Friend W. Richardson, president of the California Press, is a candidate for governor. Mr. Richardson has a host of friends in California. We venture the opinion he will have the united support of the editors of the state.

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Figuring Franklins

When old Ben walked down Chestnut Street,
Clad soberly in raiment meet—
Gray garments or tobacco brown—
His pace sedate, his eyes cast down,
He roused no thrill in Quakertown.

No sword was girded at his side;
Nor lofty port nor kingly stride
Drew notice from his fellow cits,
Nor stirred the hoi polloi's wits
To rend the welking into bits.

He wore no medal on his coat,
He struck no eloquential note,
He couldn't sound a clarion call
To captivate or to enthrall—
In short, he threw no front at all.

Yet nowadays throughout the land
They're booming Ben to beat the band.
Without press agency or puff.
Why is it we can't say enough?
Why, just because he was the stuff.

In other words, it doesn't take
The drum and trump a man to make.
The world well weighs you, small or great;
And if you pass, may celebrate
Your birthday for a week—some date.

—*Maurice Morris in the New York Herald.*

Oklahoma Press Association

Ponca citizens did themselves proud May 12 and 13 entertaining the Oklahoma Press. Pioneers in the association declare it has been a good many years since they were so hospitably wined and dined.

Dean Walter Williams of the School of Journalism, of the University of Missouri, delivered his address on the "Seven Lamps of Journalism".

The speakers were men of prominence in Oklahoma journalism, and there were several special speakers chief among which were S. E. Tracy of the South Western Advertising Agency, Oklahoma City, who talked on "Advertising Discounts".

The Oklahoma Association is showing a healthy growth and the interest from year to year is increasing to an extent that forecasts a healthy condition of the industry.

Elmer V. Jessee, Mangum Star, was elected president. Edgar S. Bronson, El Reno American was elected first vice-president and secretary-treasurer, thus placing him in line for the presidency next year. Other officers: second vice-president, Ed. Ingram, Free Press, Kingfisher; third vice-president, E. A. Gaston, Ledger, Okemah.

Delegates chosen to represent the association at the meeting of the National Editorial association are: J. C. Nance, Marlow, Edgar S. Bronson, El Reno, "Buck" Campbell, Waukomis, J. L. Newland Frederick, L. M. Nichols Bristow, R. M. Elam and Jack Knight, Pawhuska, and Thomas H. Beacom Chicago, vice-president and general manager of the Rock Island lines, who is a charter member of the Oklahoma Press association.

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New England Daily Newspaper Association

A feature of the meeting of the New England Press, May 16, at the Copley-Plaza Hotel, was the dinner for the delegates by the American Association of Advertising Agencies. Walter B. Snow, chairman of the council tendered the welcome to the editors.

Addresses followed by R. L. O'Brien, editor of the Boston Herald; Collin Armstrong, chairman of the newspaper committee of the association; Arthur G. Staples, editor of the Lewiston (Me.) Journal, and Mr. Rathom.

John R. Rathom, editor of the Providence Journal was elected president. It is good to note that men of the prominence of Mr. Rathom, who has a multiplicity of duties in connection with the publication of a metropolitan, throbbing, live daily like the Journal on his hands, still has time for the arduous duties connected with the presidency of so large an association as the New England Daily Press.

Other officers elected are: Vice-president, Theodore T. Ellis of the Worcester (Mass.) Telegram-Gazette; secretary, R. L. Wright of the Haverhill (Mass.) Gazette; treasurer, A. H. Fuller of the Brockton (Mass.) Enterprise. Board of Directors: Frank A. Langley, Barre (Vt.) Times; Benjamin H. Anthony, New Bedford (Mass.) Standard; S. C. Hudson, Woonsocket (R. I.) Call; W. J. Pape, Waterbury (Conn.) Republican; W. H. Dow, Portland (Me.) Express; John D. Plummer, Springfield (Mass.) Union, and John A. Muehling, Manchester (N. H.) Union and Leader.

Inland Press Meets in Chicago

The May meeting of the Inland Press was declared to be the most educational, helpful and enthusiastic in the association's history. The Inland, composed of live newspaper publishers from Ohio, Indiana, Illinois, Michigan and Wisconsin, usually crowds an immense amount of interesting material into their two day session. Yet from time to time it is noted the meetings become more intensely interesting. An interesting feature of the season was a round-table discussion. Members confessed their troubles; they were analyzed and an effort made to iron them out. This was one of the happiest inspirations the program committee ever presented.

The meeting from a speakers standpoint was particularly agricultural. This was prompted by the fact that Inland newspapers almost entirely serve an agricultural clientele. Ways and means for more thorough service to this population were discussed. At the luncheon discussions resolved themselves around the following topics, and it goes without saying that each indivdiual member carried home a vast amount of inspirational material as a result of his attendance.

Teach your own linotype operators in union shops, as many as possible.

In open shops, teach all classes of printers and apprentices.

Reduce publishing costs by the attainment of greater individual efficiency.

Allow women linotype operators to wear knickerbockers for safety if they so desire.

Subjects discussed included:

"Cutting Advertising or Subscription Rates."

"Telephone Rates for New Service,"

"Cost of Upkeep of Machine Per Month,"

"Cost Per Inch of Advertising Compositions,"

"Cost Per Copy to Issue 16-Page, 24-Page, 32-Page, Daily Per 1,000 Circulation from 2,000 to 40,000,'"

"Sunday Service Advertising,"

"Effect of Radio on Circulation,"

"What Does It Cost to Send Your Daily a Year, to Each One of Your Subscribers."

"Salaries of Reporters and Deskmen,"

"What Amount of Type Should a Competent Operator set in Eight Hours a Day."

A committee was appointed to prepare a blank to pool the membership efficiency costs based on speed and wages of the operators. Those on the committee are F. H. G. Sutherland, Ludington, Mich., B. E. Pinkerton, Monmouth, Ill., and B. G. Oates, Clinton, Ohio.

John Sundine of Moline, Ill., was appointed on a committee of the Inland Daily Press Association and the A. N. P. A. for location of two A. N. P. A. linotype schools

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Mississippi Press Association

The May meeting of the Mississippi Press May easily be said to have been most interesting from the standpoint of speakers, as well as the best attended in the history of the association. Meeting at Columbus, publishers gathered from all over the state. The Chamber of Commerce took a hand in making the meeting a success by arranging various entertainments for the visitors. Local industries were visited and a tour of the country surrounding Columbus was made. One of the features of the meeting was the address by I. B. Tigrett, president of the Gulf, Mobile and Northern railroad. In a masterly address he extolled the virtues of Mississippi. He pointed out to the editors how important was that they exploit the possibilities of their state and take advantage of its natural resources. The address was well received and the editors expressed their interest by assuring the publisher they would bend every effort to give the state due publicity.

The session on the third day was held at the Misissippi A. & M. College, Starkville.

During the three-days' session many business meetings were held when editors delivered addresses which had been assigned to them as follows: Annual address by President Hight, Louisville Journal; "A Line o' Talk or Two," Col. R. H. Henry, ex-editor Jackson, Clarion-Ledger; "Newspaper Business," Walter S. Meriwether, Charleston Mississippi Sun; "The Newspaper and Printing Business," H. L. Rand, Philadelphia Democrat; poem, M. W. Sharp, Ruleville Record; address, C. P. J. Mooney, editor of the Memphis (Tenn.) Commercial-Appeal; essay, Mrs. Ernest Smith, Greenville Democrat-Times; poem, Mrs. C. A. Neal, Carrollton Conservative. Many other members of the association gave very interesting talks.

The following officers were elected:

President, Edgar G. Harris, Leader, Laurel; first vice-president, Sumpter Gillespie, Commonwealth, Greenville; second vice-president, V. B. Imes, Commercial-Dispatch, Columbus; secretary, C. E. Cunningham, Record, Newton; treasurer, T. M. Hederman, Clarion-Ledger, Jackson; chaplain, J. G. McGuire, News, Yazoo City; orator, C. T. Rand, Neshoba Democrat, Philadelphia; essayist, Dennis Murphee, Monitor, Pittsbora; poetess, Mrs. W. C. Hight, Winston County Journal, Louisville; national committeeman, Walker Wood, Times, Winona.

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Texas Press Association

Governor Neff was the principal speaker of the Texas Press, which met at Denton, May 11 and 12.

Over three hundred editors with members of their families attended. The address of Governor Neff was delivered at the new Auditorium the first evening of the session to over 3,000 persons. The Governor discussed important issues of the state government and from all accounts his auditors were highly in accord with his doctrine.

Two features of this year's meet were the newspaper and job printing contests, in which great interest was manifested. A silver loving cup, offered by the Belo interests for the neatest and best-printed newspaper, was won by Henry Edwards, editor of the Troup Banner. T. N. Herring of the Tribune, Waxahachie, was awarded second honors.

In the job printing contest, a series of job type offered by Barnhart Bros. & Spindler and $10 in inks offered by the Miller-Cooper Ink Company, were won by T. N. Herring of the Waxahachie Tribune.

A feature of the meeting was the presentation of a brown leather portfolio to Will C. Edwards, editor of the Denton Record Chronicle. Mr. Edwards will be a candidate for representative from Denton County. He has always been a champion of good citizenship and good government. W. A. Woodall of the Sweetwater Reporter made the presentation speech.

Judge Mortimer Lewis retiring president, was presented with a case of silver as a token of the love and esteem in which he is held by fellow members of the Texas press.

S. D. Chestnut, vice-president under Mr. Lewis, was unanimously elected president, and W. L. West, editor of the Lufkin Leader, was elected vice-president. Sam P. Harben, who has so efficiently and freely served as secretary for the past ten years or more, was unanimously reelected. C. F. Lehman was unanimously reelected treasurer for the twenty-eighth time.

✻

New Jersey Press Association

June 23rd to 25th, the Sixty-Sixth Annual meeting of the New Jersey Press will be held at Pocono Summit, Pa. This is a delightful spot in the Tocono Mountains. It is accessible from all parts of New Jersey in two or three hours by several lines of railroad as well as good auto roads.

In connection with the meeting the summer outing will also be held. Many features of entertainment have been arranged. A good attendance is expected.

The train schedule on the Lackawanna railroad will be as follows: Leave Hoboken 2:20 p. m.; Newark 2:34; East Orange 2:42; Summit 2:58; Morristown, 3:10; Dover 3:28. Arrive Pocono Summit at 5:40 p. m. Returning Monday, June 25th, on train leaving Pocono Summit at 1:39 p. m.

The Lackawanna railroad will provide special cars for the party on train No. 5.

The committee is: J. W. Naylor, Messenger, Allentown; W. B. R. Mason, Chronicle, Bound Brook; John W. Clift, Herald, Summit.

✻

Alabama Press Association

Wednesday, May 10, President W. T. Hall of the Bothen Eagle called the Alabama Newspaper Gentry to order at Montgomery. The Montgomery Journal was host at a noonday luncheon presided over by Frank H. Miller, business manager. In the absence of Harry Ayers of the Anniston Star, LaMar Field spoke on the "American Legion as a Peace Asset".

One of the interesting talks of the meeting was that by E. W. Barret of the Birmingham Age Herald on "Teamwork Between Daily and Weekly Newspapers". He emphasized closer co-operation, assuring the editors the metropolitan papers of Alabama were only too glad to co-operate with them in every way, all working in harmony for the advancement of the state. "Readers and Advertisers" was the subject ably discussed by Frank H. Miller of the Montgomery Journal. It was the judgment of editors that conditions in the south are rapidly changing for the better. Industry is on a better basis and money seems to be easier. It was the opinion of all that the peak of the slump has passed and the future is very bright.

✻

The Racine (Wis.) Times Call has increased its capital stock from fifty to one hundred and fifty thousand dollars, to provide funds for additional equipment installed in the new building purchased by the Times Call. The new home will be occupied some time in June. A feature of the equipment will be a radio receiving set with a 150-foot steel tower.

Chieftain Bond

RANGE! Fourteen colors, in a large selection of sizes and weights are always available in Chieftain Bond at the mill. This forms a reservoir, upon which every dealer can draw, obviating the need for carrying heavy stocks, and insuring prompt delivery. This is but one part of the service which, together with its economy, quality and guaranteed satisfaction, explains the popularity of Chieftain Bond.

Note the Tear and Wear as well as the Test

DISTRIBUTORS

Baltimore, Md.
Barton, Duer & Koch Paper Co.
Boston, Mass.—Charles A. Esty Paper Co.
Bridgeport, Conn.
The Gorton Paper Corporation.
Chicago, Ill.
Parker, Thomas & Tucker Paper Co.
Cleveland, Ohio—Petrequin Paper Co.
Charlotte, N. C.—Western Newspaper Union
Dallas, Texas—E. C. Palmer & Co., Ltd.
Great Falls, Mont.—Great Falls Paper Co.
Harrisburg, Pa.—Johnston Paper Co.
Houston, Tex.—E. C. Palmer & Co., Ltd.
Indianapolis, Ind.—Century Paper Co.
Kansas City, Mo.
Kansas City Paper House.
Lansing, Mich.—Dudley Paper Co.
Louisville, Ky.—Southeastern Paper Co.
Los Angeles, Cal.—Western Paper Co.
Milwaukee, Wis.
Allman-Christiansen Paper Co.
Minneapolis, Minn.
The John Leslie Paper Co.
New York City—F. W. Anderson & Co.
New Orleans, La.—E. C. Palmer & Co., Ltd.
Ogden, Utah—Scoville Paper Co.
Oklahoma City, Okla.
Kansas City Paper House.
Omaha, Neb.
Field-Hamilton-Smith Paper Co.
Philadelphia, Pa.—D. L. Ward Co.
Pittsburgh, Pa.—Potter Paper Co.
Portland Ore.—Blake McFall Co.
Providence, R. I.—Paddock Paper Co.
Richmond, Va.—Richmond Paper Co.
Rochester, N. Y.
Hubbs & Hastings Paper Co.
San Francisco, Cal.—Western Paper Co.
Seattle, Wash.—American Paper Co.
St. Paul, Minn.—Nassau Paper Co.
St. Louis, Mo.—Acme Paper Co.
San Antonio, Tex.—San Antonio Paper Co.
Springfield, Mo.—Springfield Paper Co.
Spokane, Wash.
Spokane Paper & Stationery Co.
Toledo, Ohio—Blade Printing & Paper Co.
Washington, D. C.
Barton, Duer & Koch Paper Co.
Wilkes-Barre, Pa.—D. L. Ward Co.
Worcester, Mass.
Chas. A. Esty Paper Co.

EXPORT—New York City
Parsons & Whitmore, Inc.

ENVELOPES—Worcester, Mass.
United States Envelope Co.

NEENAH 1873 QUALITY

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of Old Council Tree Bond, Success Bond, Chieftain Bond, Neenah Bond, Wisdom Bond, Glacier Bond, Stonewall Linen Ledger, Resolute Ledger, Prestige Ledger.

Write for complete free sample outfit, including full sheets of Neenah Bonds and Ledgers for testing purposes

News Notes of the Newspaper Industry

Bert N. Garstin, former business manager of the Detroit Times has purchased the Lansing (Mich.) Capital News. Prior to his connection with the Times, Mr. Garstin was with Louisville and Baltimore newspapers.

★

May 21, more than one hundred women writers and newspaper workers took part in the ceremonies which marked the dedication of the headquarters of the National Women's Party, Washington, D. C. The magnificient pageant was an outstanding feature of the ceremonies. A special section was set aside for writers in charge of Mrs. Inez Haynes Irwin, and Mrs. Henry Keyes, assisted by Mrs. Louis Geldert, president of the American Pen Women.

★

At the meeting of the Associated Advertising Clubs of the Wabash Valley, Terre Haute, Ind., May 10, Harry Potter, editor of the Nashville (Ill.) Herald was elected president. At this meeting also the trophy cup awarded by the Clinton, Ind., Ad Club for the largest attendance was given to Paris, Ill.

★

Police and the Lord's Day Alliance are battling against the sale of Sunday newspapers in Victoria, B. C. An anti-blue league has been organized to oppose this policy. The campaign in Victoria has affected the circulation of the Seattle Times and Portland Intelligencer. To circumvent this loss both papers are incorporating their Sunday features in their Saturday editions.

H. E. Pettingill, circulation manager of the Glenns Falls (N. Y.) Post Star has joined the Butterick Company force in their Cincinnati office.

F. G. Bonfils and H. H. Tammen have disposed of the Kansas City Post to Walter S. Dickey of the Journal. This will enable the Journal to render a twice-a-day service publishing morning and evening. Present Post employees have been retained by the Journal.

★

Portland, Bangor and Lewiston (Me.) newspapers have joined forces to conduct a state ad-writing contest. Prizes are being offered for the best pieces of copy written by readers of a period of three months. Ad agency experts will be in charge of the campaign.

★

John H. Fahey, publisher of the Wooster, (Mass.) Post has purchased and taken possession of Manchester (N. H.) Mirror, which was placed in the hands of a receiver early in April. Mr. Fahey was formerly publisher of the Boston Traveler.

★

The Joplin (Mo.) Globe has purchased the News Herald. The Sunday edition of the latter paper will be discontinued and in its place there will be a Saturday edition. Both papers will be published from the Globe plant. Ross E. Burns is secretary and manager of the Globe.

★

News boys under the age of sixteen are prohibited from selling papers on the streets of Virginia when school is in season.

The Knoxville, (Tenn.) News was successful in a $25,000 libel suit filed by a loca lumber man. The judge ordered the suit stricken from the docket.

★

The White Plains (N. Y.) Reporter is planning to erect a two-story and basement building 52 by 82 feet, to be completed by the end of the year.

★

The circulation of all daily newspapers combined in Canada now amount to 1,774,519 copies, according to a Canadian Advertisers Annual just issued in Montreal.

★

The International News, Chicago, has doubled its floor space. The Cosmopolitan Service wires will also operate in future from this office.

★

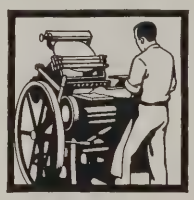
Over 400 newspaper men and women inspected the Majestic White Star Liner on its maiden arrival in New York, May 18. This largest of floating ocean palaces has accommodations for 6,000 people.

★

The Charlotte (N. C) branch of the Western Newspaper Union was destroyed by fire, May 13. This is the second disaster experienced in six months. Rebuilding is in process.

★

June 4, one hundred and fifty New York newspaper men will make a trade excursion tour to Mexico, sponsored by the New York Commercial.



Cooper Black

Designed by OSWALD COOPER

A dominant type face
A bold Roman that is a genuine design
It delivers the message with
the convincing force of
powerful expression

Write for Specimen
Showing Sizes 6 Point to 120 Point

Printcraft Illustrates
Font 8 Designs and 8 Tint Blocks

BARNHART BROTHERS & SPINDLER

CHICAGO • WASHINGTON, D.C. • DALLAS • SAINT LOUIS • KANSAS CITY • OMAHA • SAINT PAUL • SEATTLE

To Perpetuate Progress of American Press.

A resolution adopted by the board of directors of the Sesqui-Centennial Exhibition association to be held in Philadelphia in 1926, suggests the erection "of a special building upon or near the Parkway or conveniently accessible within the exhibition grounds, to be used to exhibit the progress of the American press for the past 150 years," and also requests the president to communicate with representative newspaper publishers with a view to obtaining their co-operation.

Victor Rosewater, acting as assistant to the president of the exhibition association, is bending every effort to interest newspaper men and publishers in this project. To date the American Newspaper Publishers' association, Associated Advertising Clubs of the World the Poor Richard club, Pen and Pencil club, and Philadelphia Club of Printing House Craftsman have indorsed the plan for a graphic arts building.

Perhaps no other agency in the United States so graphically portrays the progress of civilization and industry in this country as the American press. It is not only fitting but should be obligatory on every publisher and newspaper man to lend his support in furtherance of this project.

In all likelihood, if the building project is consummated successfully, it will house equipment from the earliest day to the present time showing progress made mechanically. Flanking this, there could be arranged an interesting permanent exhibit of newspapers and periodicals, including copies of our first newspapers, and, where possible, complete files of the more notable among American newspapers. There will be quarters for writers and the building should be equipped with telegraph, telephone and radio facilities, as well as every modern appurtenance now used by the greatest newspapers in the country.

ENGRAVOGRAPHIA
STEEL AND COPPER PLATE ENGRAVING

To the Trade Prompt Service

The American Embossing Company
192-96 Seneca Street BUFFALO, N. Y.

CUTTERS THAT CUT

Are made in over 175 varieties. A cutter for every routing service.

Send sample of work and we will suggest the appropriate cutter.

John Royle & Sons
Patterson, N. J.
Photo-Engravers' Machinery

$50,000 would not buy my copy of the Ruxton Course

said a Toledo, Ohio, business man.* Fifty-one other men who took the same course two years ago were also asked to sell. *Only one copy* was available—the owner had died. Five of the men said:

"My Ruxton course in copy-writing is worth more to me today than when I purchased it."—G. B. T.,*—*Norwood, Mass.*

"I could not possibly think of parting with any part of the Ruxton Course."—J. M. B.,* *Brooklyn, N. Y.*

"I wouldn't part with my Ruxton lessons under any circumstances."—L. C. V.,* *Seattle, Wash.*

"I should not care to part with it. I appreciate real worthwhile instruction when I see it."—E. A. W.,* *Detroit, Mich.*

"The Ruxton Course is the most valuable I know and is years ahead of all advertising thought of today."—H. D. C.,* *Chicago, Ill.*

Selling by the Printed Word

in every issue of THE PRINTING ART monthly is a similar course of instruction by Robert Ruxton including illustrated criticism of current advertising. It is absolutely different in treatment and principle from anything ever published. The cost of this department alone is very heavy, yet subscribers get it without extra charge—for the subscription price of the magazine.

The Printing Art is a large, beautifully printed monthly magazine averaging 100 pages (9½ x 12½). Its full-page illustrations are selected from the entire field of commercial art.

The articles in THE PRINTING ART are intensely practical and interest advertisers, business men, printers, engravers—all who use advertising and who sell by printed words.

We know that THE PRINTING ART is a big value because literally hundreds of business men (unasked) have told us just that—but everyone may decide for himself without obligation. Simply note coupon and act.

* Names given on request.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, containing Mr. Ruxton's lessons on writing selling copy. You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly, upon condition that, if at the end of three months I am for any reason not perfectly satisfied, you are to refund the entire sum without question, and I am to keep the magazines without further obligation.

Name_____

Street _____

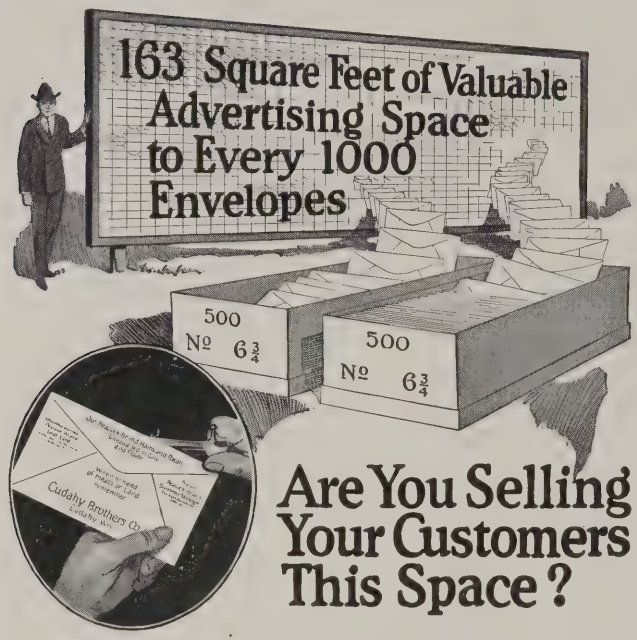
City and State_____

Metal Troubles?

WHEN you have metal troubles and want accurate and safe advice, send a half pound of the metal and a practical letter describing the trouble to L. D. Staplin or A. W. Anderson, 325 South La Salle Street, Chicago, Ill., and you will receive prompt and efficient attention without expense. The Charge is your good-will toward WILKES TYPE METALS.

Wilkes Type Metals

Are carried at 20 Convenient Warehouses



Are You Selling Your Customers This Space?

TEACH THEM TO USE THEIR WASTED SPACE

Your customers buy 163 square feet of usable advertising space to every thousand 6¾ envelopes. They're wasting it; you're losing printing—and a big profit opportunity. Sell them the *full-print* idea—back-plus-front utilization of their envelope space. You print both sides at once from simple layouts we furnish free. We make up the envelopes from your sheets *after* you've printed them and give you quick-time service. You make a double profit, on the envelopes and on the printing. It helps keep your plant wheels moving and your customers satisfied. It's a trade-stimulating plan.

Make your customers' envelopes pay a dividend and increase your business. Write us for detailed information. Also ask for the—

Strictly a Printers' and Lithographers' Service

New Envelope Price List

Fits Your U. T. A., Franklin and other Price Books.

All grades of one size shown on a page—approximate shipping weight of standard sizes in their different weights—approximate quantities of each size in a case. Prices quoted in less than 10,000 lots and 10,000 and case lots—exact figures without computing discounts.

All Envelopes Extra Heavily Gummed

Use the Coupon for Convenience in Ordering Price Book.

W-Notched Under Flap Reg. U.S. Trade Mark

We Protect the Trade

Western States Envelope Co. Milwaukee Wisconsin

Makers of Guaranteed 'Sure Stick' Envelopes for Printers and Lithographers

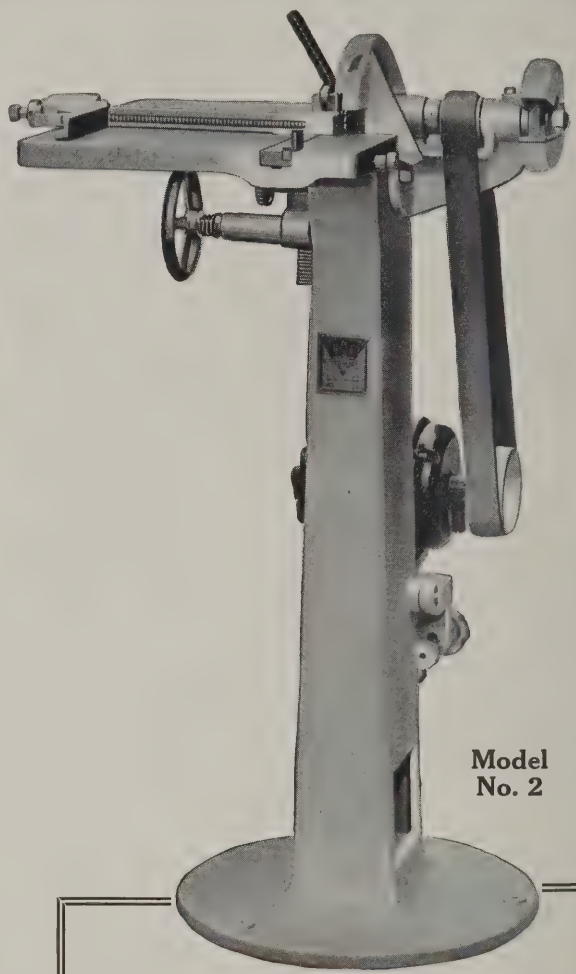
GENTLEMEN: Without obligation, please send me one of your new time-saving price lists—the one that fits the U. T. A. Price Book.

My Name.....

Firm Name.....

Address.....

City or Town..... *State*.....



Model No. 2

C. & G. Trimmiter

Saws—Trims—Miters

YOU will never know what a real Composing Room Saw is until you have used a Trimmiter. Easier for the compositor—economical for the employer. Accurate, clean and safe. Made in three sizes, viz.:

"Ad-Alley Model" **$260.00**
Cuts to 30 picas by points. Built for fast work. Intended as an auxiliary saw. Occupies floor space 16" square exclusive of motor.

Model No. 1 ..... **$275.00**
Similar to "Ad-Alley Model," but equipped with 60-pica gauge adjustable to points.
Table on "Ad-Alley Model" and Model No. 1 will elevate above trimmer knives for rough sawing.

Model No. 2 ..... **$340.00**
Has large table and can be elevated to any position for under-cutting or outside mortising. Cuts to 60 picas by points.

All machines equipped with Miter Attachment, Miter Gauge and Motor of any standard voltage.

FOR FURTHER INFORMATION, WRITE THE MAKER:

C. & G. MFG. CO.

538 So. Dearborn St. Chicago, Ill.

Nothing Else Just Like It

UNIQUE in itself, nothing has ever been produced equal to or even approaching the Franklin Printing Price List

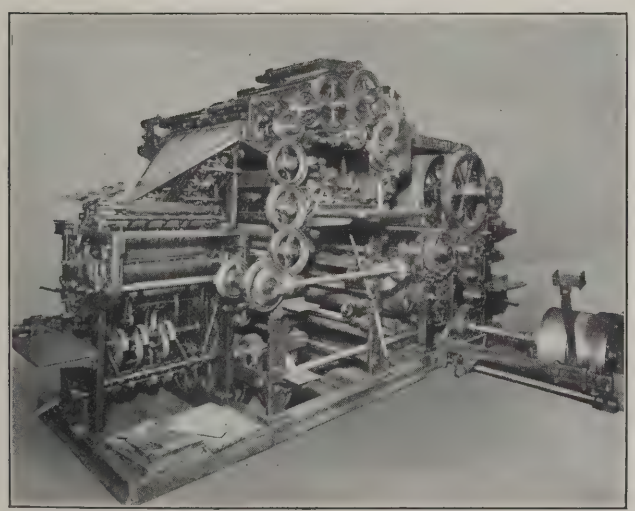
¶ Used daily by thousands of printers in all parts of the world, it is spoken of as the "Printers' Bible" ¶ As a part of the Franklin Printers Service it is helping printers to better business methods

There may be imitations, but imitating means the greatest possible recommendation—the highest kind of endorsement

Write for the special 60-day guarantee offer and investigate this service for yourself

The PORTE PUBLISHING CO.
Salt Lake City, Utah

A BARGAIN IN A
Hoe "Unique" Web Press

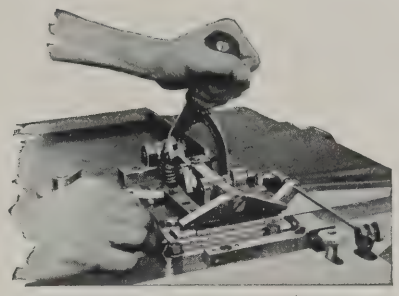


HAVE YOU OUTGROWN YOUR PRESS FACILITIES?

If so, the 12-page Hoe Rotary Web Press (shown above) will supply the needed extension.
It will print newspapers of either six or seven columns wide, with page 22¾ inches long.
Its running speed is: 4 or 6 page papers, 20,000 per hour; 8-10-12 page papers, 10,000 per hour. For more than 12 pages, make two runs.
Complete with stereotype outfit, arranged for belt drive.
Sold in good operating condition at a very low price—less than the price of a good-sized two-revolution press—about what the stereotype equipment alone would cost new.
For an interior daily or semi-weekly or weekly, of substantial circulation, hampered by present press facilities, this press represents an unusual opportunity.

Monthly payments on part of the purchase price—easy to buy.

BAKER SALES COMPANY,
200 Fifth Avenue New York City.



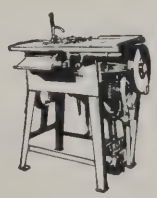
Basically —*right*

The basic rightness of the Ludlow for Display is daily demonstrated on every-day display composition, which in reality, consists of the setting of single lines—single lines of a typeface, size or measure.

The setting by hand, from Ludlow brass matrices, provides an endless supply of new typefaces on slugs and provides greatest speed at lowest cost.

From 12-point all the way up to 60-point without a mold or machine change means a steady flow of quality display composition. Compositors always have the very typeface they want—and all they want of it.

Increased business and profit naturally follow the installation of the Ludlow for Display on quality slugs.



Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Laclede Remelting Furnaces

Scientifically Designed and Substantially Built in sizes to meet the requirements of any Office

Jobbers and Dealers Everywhere

Full Information upon request

MANUFACTURED BY THE

Laclede Mfg Company

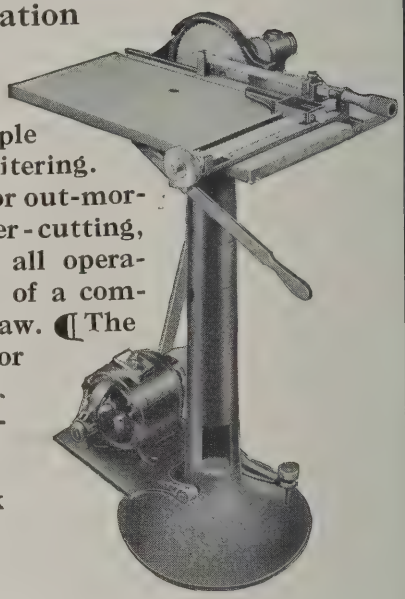
119 N. MAIN STREET

ST. LOUIS, MO.

LACLEDE SAW and TRIMMER

MODEL B

Saws and Trims in One Operation



Equipped with the most rapid and simple method for mitering. Can be used for out-mortising, under-cutting, mitering and all operations required of a composing room saw. ¶ The table is level for all operations. Column cannot clog up.

Powerful work holder

Write Dept. C for further information

LACLEDE MFG. CO. 119-121 N. First St. St. Louis, Missouri.

Classified

Here is a market-place for everyone—a convenient, economical, result-bringing medium—that will sell equipment for you, secure help, aid you to a new position, if you are seeking one; being buyer and seller together.

The rate is 25c per line, each insertion. Copy must be in the 20th of the month preceding issue, to insure insertion. Address all communications to National Printer-Journalist, Montgomery Bldg., Milwaukee, Wis.

MATRICE REPAIRING

DONT THROW AWAY YOUR MATRICES. WE REbuild smashed toes, repair combination teeth, thoroughly test and clean them at third to half cost of new matrices. Frank Montgomery, Lyons, N. Y.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.,

426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

NEWSPAPERS FOR SALE

$500,000 daily for sale for first time. Desire immediate sale. Has big future. National Newspaper Paper Bureau, Mendota, Ill.

NEWSPAPERS WANTED

Daily wanted. We can make $100,000 payment. National Newspaper Bureau, Mendota, Ill.

MACHINERY

FOR SALE.—Goss Clipper newspaper press, 8pp., with stereo. equipment, $2,000; Duplex flat-bed newspaper press, 8pp., $3,000; Goss Semi-Rotary flat-bed press, 10pp., $4,000; Potter newspaper rotary press, 16pp., with stereo. equipment, $4,500. Baker Sales Company, 200 Fifth Ave., New York City.

PRINTING PLANTS FOR SALE

Printing plant and building in Somerset, Manitoba, Canada. First class location. Town 600; divisional point C. N. R. Municipal town with no opposition in municipality. Plant good condition; frame building and 3 living rooms, 2 lots. $3000.00 cash for whole proposition. Write to "Somerset News", Somerset, Manitoba.

QUICK ON

Megill's Patent

SPRING TONGUE GAUGE PINS

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. & Mfr.

763 Atlantic Ave., Brooklyn

From Us or Your Dealer. FREE BOOKLETS

VISE GRIP

Megill's Patent

DOUBLE GRIP GAUGES

COVERS

FOLDERS

LETTERHEADS

POSTERS

HANGERS

HALFTONES

ZINC ETCHINGS

COLOR PLATES

EMBOSSING PLATES

ELECTROTYPES

OF SINCERITY

The world ever needs and seeks sincerity.

It is the fibre and fabric of all success.

It is both cornerstone and keystone of any business which shall last.

It promotes clarity, confidence, co-operation and commercial growth.

Sincerity is building prestige for this plant.

It is represented in the quality of art and craftsmanship which we offer; in the alert care and studied skill which we devote to every job from the most simple zinc to complicated color plates and delicate halftones.

Our work covers the entire field of engraving under the supervision of men who understand and who work with sincerity.

May we include you among our many satisfied patrons?

PREMIER ENGRAVING CO.

DESIGNERS ENGRAVERS

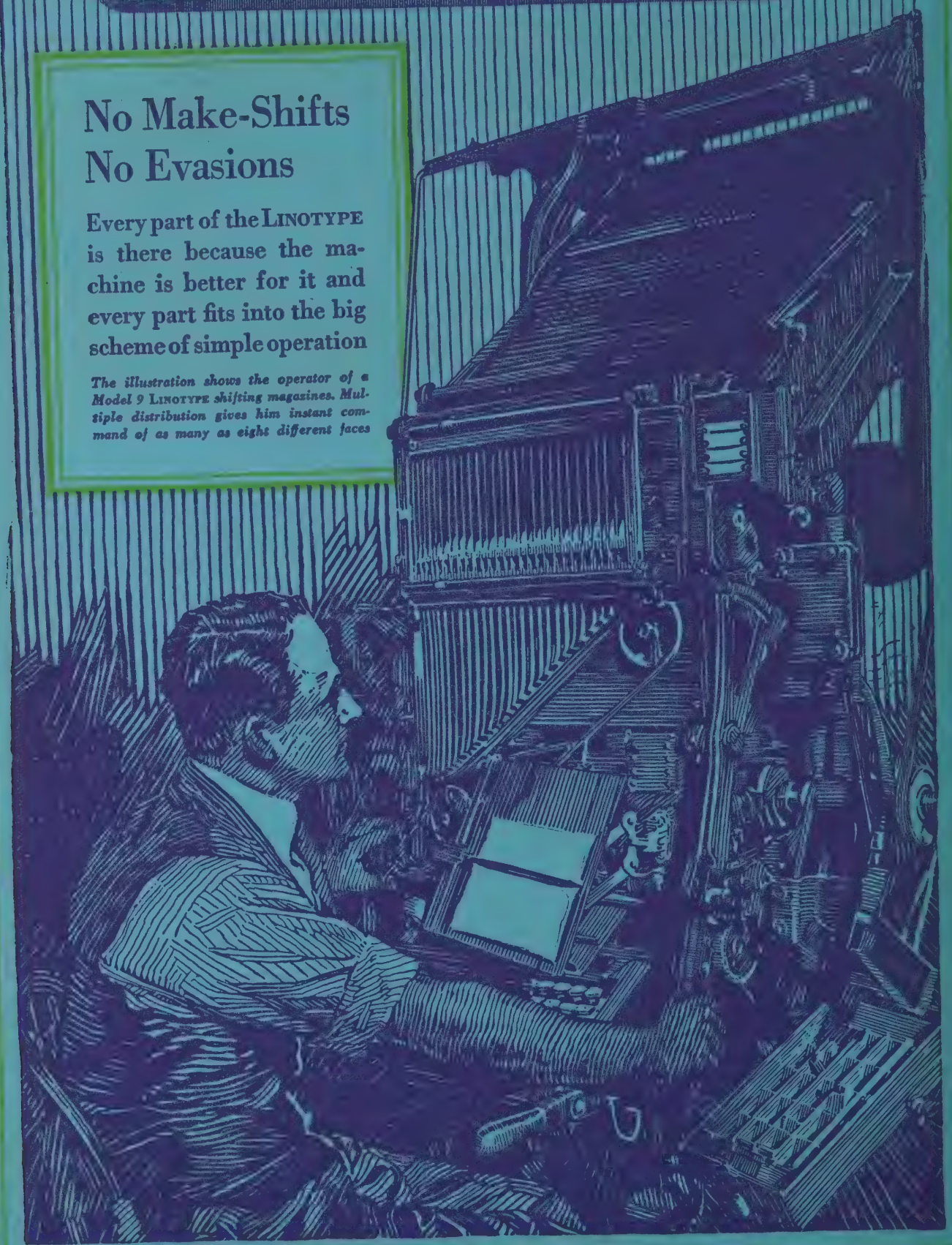
MILWAUKEE 1105 VLIET STREET WISCONSIN

TRADE **LINOTYPE** MARK

No Make-Shifts No Evasions

Every part of the LINOTYPE is there because the machine is better for it and every part fits into the big scheme of simple operation

The illustration shows the operator of a Model 9 LINOTYPE shifting magazines. Multiple distribution gives him instant command of as many as eight different faces



This advertisement composed entirely on the LINOTYPE

NATIONAL PRINTER JOURNALIST

JULY, 1922

Vol. 40, No. 7

THIRTY-NINTH YEAR

Published by
Trade Press Publishing Co.
Milwaukee, Wis.

Subscription Price
United States and Canada $2.00
Single Copies 20c

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A Monthly Magazine for Printers and Publishers

An Innovation in the Paper Industry

FIVE HUNDRED prominent executives have voiced a decision at a recent annual convention; seven national associations representing the organized Graphic Arts have also seen and reiterated the writing on the wall. Confusion and guesswork in paper manufacture are sentenced; innumerable meaningless, unnecessary, and expensive grades must go.

Today an economizing world has scant patience with hit-or-miss business methods and arbitary and irresponsible performance.

Such methods cannot endure or admit of sanction after the needlessness of their waste and the ease of their correction have been *shown*.

Instead, future efforts *must measure up to or surpass* the highest standards of present performance.

The American Writing Paper Co.

presents a line of nine standard, scientifically graded bond papers and a book with a thumb index explaining the exact quality and specifications of each grade—and which grade is best and most practical for each definite business need.

"The Correct Use of Bond Papers for Business Purposes" (4⅞ x 7¼) contains 64 pages printed on CONTRACT BOND (no. 4). It reduces the buying of paper to terms of economy, ease, and efficiency hitherto impossible.

¶As a contribution to and endorsement of the educational work of the International Association of Printing House Craftsmen

The World's Smallest Paper-Making Machine

and a complete modern Paper Mill in Miniature will

B IN BOSTON

this fall at the GRAPHIC ARTS EXPOSITION. See paper actually being made and tested!

Eagle-A Service Houses Are Being Deluged

with demands for this book, because large display advertisements in twenty-two leading newspapers throughout the United States have chained the attention of the business public. Those inquiring are told they can obtain copies *from their printer, lithographer, stationer, or engraver.* 91,000 copies have already been distributed.

Get your supply at once from our nearest service house—be ready to give your customers the intelligent coöperation they are seeking. Their aroused interest is your opportunity.

AMERICAN WRITING PAPER CO.

The Paper Service Manufacturing Institution

HOLYOKE, MASSACHUSETTS

Eagle-*A* Specification Chart of Bond Paper Uses

This Chart will enable you to select the correct grade of bond paper for each business requirement

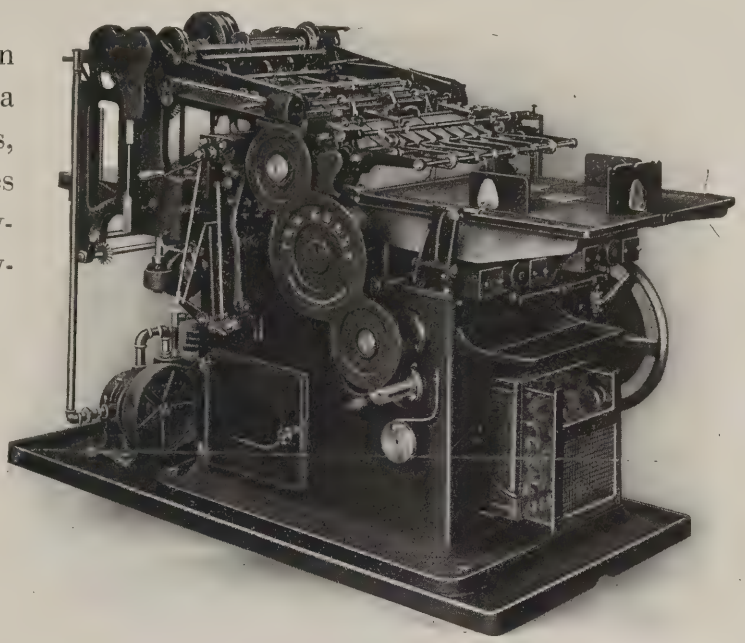
This chart has been worked out by the Board of Sales Executives and the Laboratory Staff of the American Writing Paper Company in co-operation with the Paper Merchants who are the Eagle-A Service Houses.	PERMANENT			SEMI-PERMANENT			TEMPORARY		
	I •	II •	III •	IV •	V •	VI •	VII •	VIII •	IX †
CHIEF USES OF PAPER IN A BUSINESS ORGANIZATION	COUPON BOND	AGAWAM BOND	PERSIAN BOND	CONTRACT BOND	AIRPOST BOND	CHEVRON BOND	ACCEPTANCE BOND	NORMAN BOND	TELEPHONE BOND
ADVERTISING									
Booklets	x	x	x	x			x	x	x
Bulletins						x	x		
Envelope Enclosures	x								x
Folders				x				x	
Price Lists	x			x			x		
DOCUMENTS									
Contracts	x			x		x			
Deeds	x								
Letters of Credit	x								
Mortgages		x							
Notes				x					
Permits		x							
Policies		x				x			
STATIONERY									
Letterheads	x	x	x	x	x	x	x	x	x
Executive Letters**	x								
General Letters**		x		x			x		
OFFICE FORMS									
Acknowledgments			x	x					
Checks			x						
Credit Memos				x					
Debit Memos				x					
Deposit Slips							x		
Drafts						x			
Estimate Forms				x		x			
File Copies							x		
Invoices				x	x				
Memo Slips									x
Proposals						x			
Purchase Orders			x	x			x	x	
Receipts							x		
Reports							x		
Statements					x				
Telegraph Blanks							x		
Tel. Call Slips									x
FACTORY FORMS									
Inventory Slips				x				x	
M'f'g Orders				x					
Receiving Reports							x		
Requisitions							x		
Stock Reports						x			
Time Slips				x			x		

*Watermarked **Envelopes to match †Rubber stamped

In addition to the nine bond papers, the American Writing Paper Company also makes a complete simplified line of linens, ledgers, writings, book papers, offset papers, cover papers, bristols, mimeograph papers, weddings, and papeteries.

Make the Effort: Success Will Follow

THE Platen Press Printer can afford to go the limit to buy a Little Kelly Automatic Job Press, because it completely outclasses all other job presses as a money-maker. Many owners have discovered that the Little Kelly pays for itself easily and quickly because of the extraordinary profits it earns.



Kelly Automatic Job Press—a Half Super-Royal, plus

The Little Kelly immediately broadens the Platen Press Printer's field of operation and opens new sources of profit. The mechanical feed platen cannot do this—its only economy is in feeding; it does not affect in the slightest degree the range or quality of the work its user may do, or the speed of the press.

Compared with any mechanical feed platen press, the Little Kelly, under equal conditions, gives twice the output at the lowest labor cost, on the average work of a job office; it prints larger forms; it prints easily and automatically a considerable range of work on stock which mechanical feed platens cannot attempt; it has better inking facilities, including automatic double rolling; it prints the rough work swiftly, and when quality is required its product is unexcelled; it is easy to operate—make-ready is easier on a cylinder than on a platen; it saves space, occupying less space than a half super-royal platen, and the workman likes it.

Do not let timidity discount your success. Buy for success!

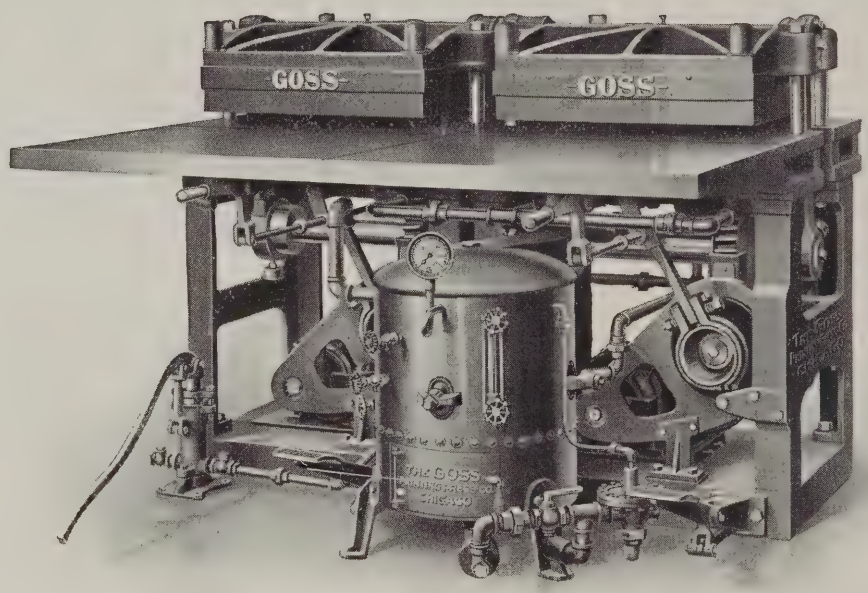
Consult the manager of the nearest selling house or agency. If you can afford to buy a mechanical feed platen you can afford to buy a Little Kelly

FOR FULL PARTICULARS APPLY TO NEAREST SELLING HOUSE OF THE

AMERICAN TYPE FOUNDERS COMPANY the Developer and Manufacturer of the Kelly Press; and also to BARNHART BROS. & SPINDLER, Washington (D. C.), Dallas, Omaha and Seattle, and TORONTO TYPE FOUNDRY COMPANY, for Canada east of Port Arthur. In Canada west of Port Arthur, AMERICAN TYPE FOUNDERS COMPANY, Winnipeg.

SET IN MEMBERS OF THE BODONI FAMILY

Goss Motor Driven Steam Table



With GOSS Automatic Gas Fired Steam Generator

The Most *Economical* and *Quickest*

Drying Steam Table on the Market

IMMEDIATE SHIPMENT
FROM STOCK

WRITE FOR LITERATURE
AND PRICES

Complete line of Stereo Equipment in stock for immediate shipment

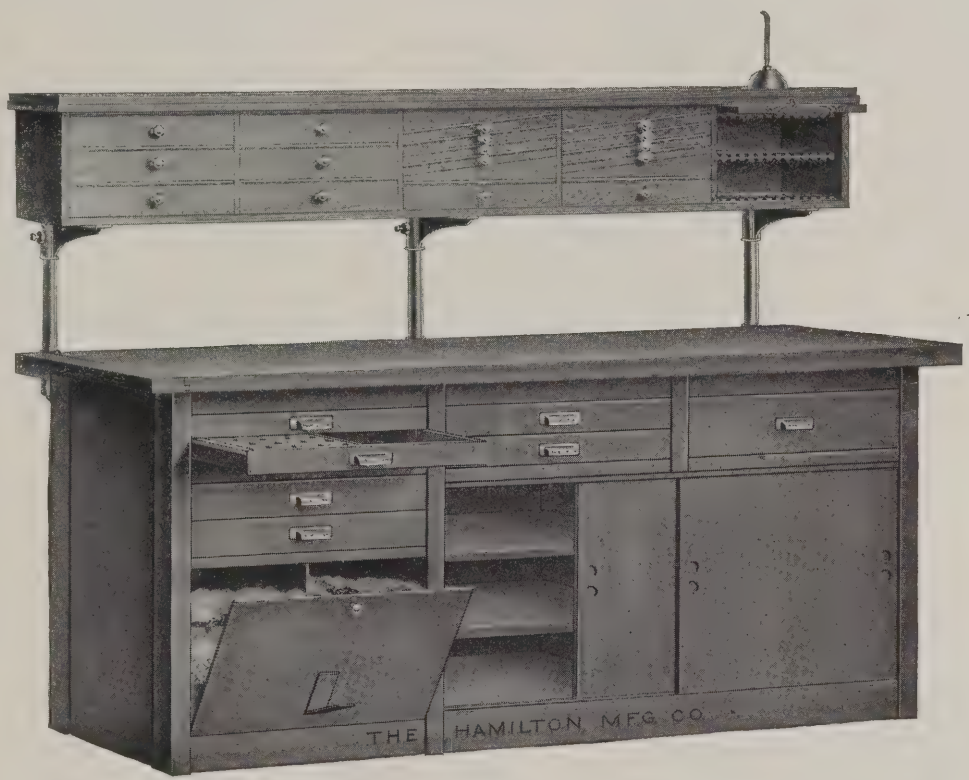
The Goss Printing Press Company

1535 So. Paulina Street

CHICAGO, ILL.

For the Monotype Department

The storage and protection of delicate and expensive Monotype Parts is a problem that may mean the saving of hundreds of dollars in time and replacement in the average office in a few months. Do it the "Hamilton" way–by the installation of a modern Cabinet and Work Bench such as the design shown hereon.



Monotype Machinist Cabinet and Work Bench No. 476. (*Also made in wood No. 3640.*)

"Save the pennies and the dollars will accumulate automatically"—is a revised version of an old adage that applies 100 per cent *plus* to every printing plant — and there's no *better* method for saving *real* money than by providing adequate working facilities for the mechanic you hold responsible for the working efficiency of your equipment.

DETAILS

Rock-Maple Work-Top size 82¾ x 23 x 1¾.

Overhead Parts Cabinet, made of wood, with adjustable pipe supports, and arranged as follows:

Two tiers (6 drawers) for storage of molds. Capacity, 18 molds any type.

Eight inclined drawers each with 40 spaces ¼ inch wide separated by $\frac{1}{16}$ inch partitions, for storage of Matrices.

Two deep drawers with inclined bottoms, each drawer divided into 7 spaces for storage of Normal Wedges.

Compartment at right, with disappearing door, for storage of Matrix Cases on edge. Total capacity, 26.

Base Equipment: Five small drawers with adjustable partitions and individual boxes for storage of small parts; 3 large drawers for tools and large parts: compartment with adjustable shelves covered by sliding doors; 2 metal-lined compartments secured by door, with spring hinges and toe-clip opener, for storage of soiled and clean rags.

Height, over all, 58 in.; to working top, 34 in. Total floor space required, 84x25 in.

Finish: Steel olive green baked enamel; wood, antique gloss.

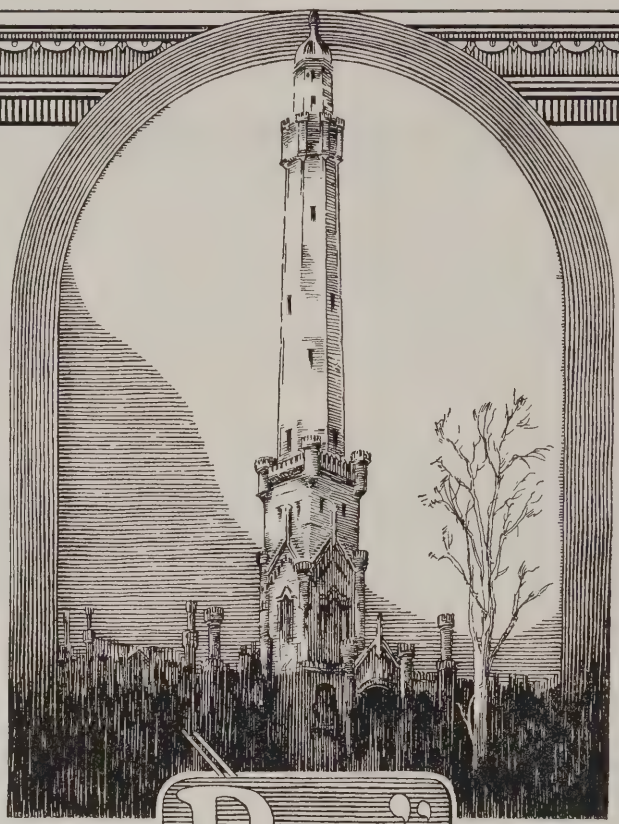
Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



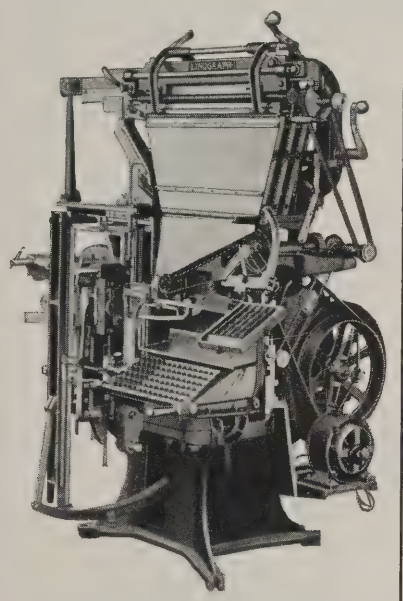
LANDMARKS

—conspicuous marks varying in character reminiscent of an age or generation, defining a boundary, and early civic improvement, the abode of a pioneer — interesting to the stranger and edifying to posterity, but always an object of identification and direction.

Like a landmark, hallowed by time and dignified by a generation of service, the B. C. Co. mark has been a directing sign to the discriminating buyer, and today reflects the prestige which years of constructive endeavor lend.

BARNES-CROSBY COMPANY
E. W. HOUSER, PRES.
ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS
226-232 WEST MADISON STREET : : CHICAGO, ILLINOIS
TELEPHONE MAIN 2486

Your Opportunity



Model 3.

The Boston Graphic Arts Exposition

Monday, August 28th to Saturday, September 2d.

This exposition offers an opportunity for every printing craftsman to study the new methods, processes, and improvements in his particular line. It will be your opportunity to study the LINOGRAPH.

INVESTIGATE — All the claims we have made for it. See and understand just why it is the simplest, fastest, most efficient and economical slug-casting machine.

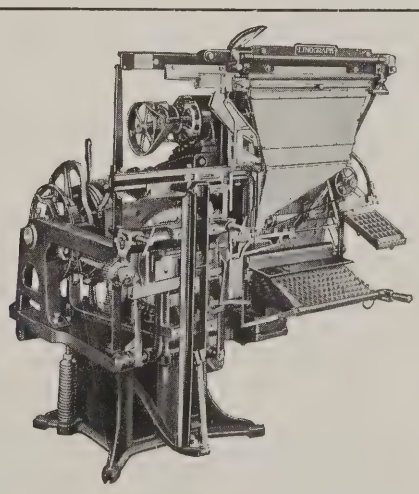
COMPARE — It—part for part—action for action—feature for feature, with other machines.

CONSULT — The many enthusiastic LINOGRAPH owners and operators at the show.

Operate It Yourself

Both Model 1 and Model 3 LINOGRAPH will be on display at Booth 66. There you will be welcome to sit down at a LINOGRAPH—operate it; study it; give it any test you desire; and discover for yourself just why the LINOGRAPH is such a successful and profitable line-casting machine.

Should you not be fortunate enough to be able to go to Boston, we will furnish you with names of nearest users. Write for them.



Model 1

The Linograph Company

Davenport, Iowa. U. S. A.

EUROPEAN REPRESENTATIVE
ETABLISSEMENTS PIERRE VERBEKE
BRUSSELS, BELGIUM

AUSTRALASIA, SOUTH AMERICA
PARSONS & WHITTEMORE
299 BROADWAY, NEW YORK CITY

The Ludlow

In the Big Commercial Plant

YOUR most exacting customers will be surprised and pleased with Ludlow composition. It is hand composition on slugs. But the typefaces are always new, in sizes from 12 to 60 point, including bold and extended.

Alongside Keyboard Machines

Alongside keyboard machines, the Ludlow is a time and money-saver. Each compositor gets the display lines he wants, the way he wants them, quickly, without any mold or machine changes.

Beauty of display will attract new business. Wide range of sizes, in bold and extended faces, gives freedom of choice to your good compositor, who deplores machine-set heads.

Unlimited quantities, in any font, without storage, enable you to accept big jobs in big faces—such as posters, store directory sheets, imprinting of big calendars, etc. You cannot run out of sorts.

No worn faces will ever again disfigure your work. The faces on every job will be new—because you cast it new as you go.

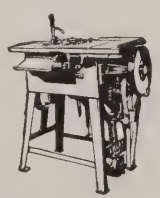
Printing from slugs will save electrotypes. By casting each line twice or more, you get multiple forms without electros. Little makeready is needed. Ludlow slugs are accurate in height-to-paper.

Small floor space is often a determining factor. The installation of a Ludlow, with all equipment, requires only six-feet square. It usually displaces type racks and storage systems that release many times that space.

A Ludlow once used is always indispensable alongside a battery of keyboard machines.

SOME BIG USERS

R. R. Donnelley & Sons Co., Chicago; Printing Products Corp., Chicago; Tucker-Kenworthy Co., Chicago; Gutenberg Press, New York; Industrial Press, New York; The Husted Co., Cleveland; Linotypers Co., Columbus; Dunham Printing Co., Portland, Ore.; Blanchard Printing Co., Boston; C. E. Pauley Co., Indianapolis.

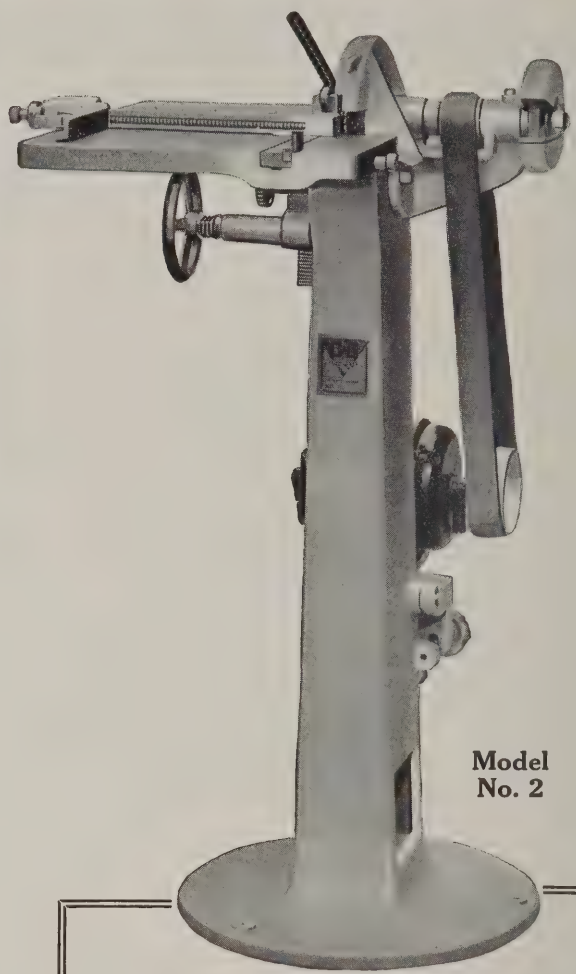


Ludlow Typograph Co.

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.



Model No. 2

C. & G. Trimmiter

Saws—Trims—Miters

YOU will never know what a real Composing Room Saw is until you have used a Trimmiter. Easier for the compositor—economical for the employer. Accurate, clean and safe. Made in three sizes, viz.:

"Ad-Alley Model" **$260.00**
Cuts to 30 picas by points. Built for fast work. Intended as an auxiliary saw. Occupies floor space 16″ square exclusive of motor.

Model No. 1 . . . . . **$275.00**
Similar to "Ad-Alley Model," but equipped with 60-pica gauge adjustable to points.
Table on "Ad-Alley Model" and Model No. 1 will elevate above trimmer knives for rough sawing.

Model No. 2 . . . . . **$340.00**
Has large table and can be elevated to any position for under-cutting or outside mortising. Cuts to 60 picas by points.

All machines equipped with Miter Attachment, Miter Gauge and Motor of any standard voltage.

FOR FURTHER INFORMATION, WRITE THE MAKER:

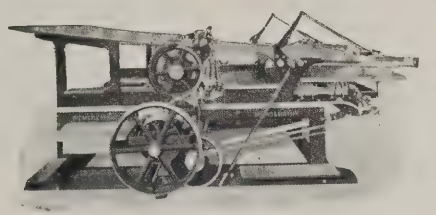
C. & G. MFG. CO.

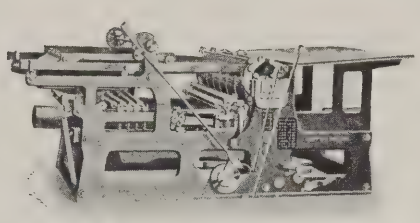
538 So. Dearborn St. Chicago, Ill.

Johnsonized

High Grade Machines for Book, Job and Catalog printing. These presses are all modern machines thoroughly remanufactured, guaranteed to be free from defective material and workmanship and as good as new for all practical purposes.

Further details gladly given to interested parties. Send for complete list of Johnsonized Printing, Binding and Typesetting machinery.





One No. 0000 Miehle, four roller, both deliveries---fly and sheet. Bed 46x 62, equipped with Fuller automatic feeder.....$5500.00

One No. 1 Miehle, bed 39 x 53 four roller, both deliveries.....$3500.00

One Pony Miehle, bed 26 x 34 both deliveries.....$2100.00

One Huber 2 revolution, four roller bed 39 x 52 front fly delivery $2400.00

One Huber 2 revolution, bed 29 x 42 four roller, front fly delivery $2200.00

One Century 2 revolution, bed 25 x 31, 2 roller, front fly delivery $1500.00

One Century bed 26 x 35, 2 revolution 2 roller, front fly delivery $1700.00

One Optimus 2 revolution, bed 36 x 53, front sheet delivery, four form rollers..... $2800.00

One Optimus 2 revolution, bed 29 x 43, four form rollers, front sheet delivery $2400.00

One Whitlock, 2 revolution, 4 roller, bed 35x47, front fly delivery $2600.00

One Whitlock, 2 revolution, bed 29 x 42, 4 roller, front fly delivery $2200.00

One Babcock Express Drum, bed 24x 31, high speed.....$1000.00

One Cottrell 2 revolution, bed 43 x 56 front fly delivery, four form rollers $2600.00

One Stonemetz 2 revolution, No. 3, bed 25 x 33, two form rollers, front fly delivery..... $1250.00

C. I. Johnson Manufacturing Company

Saint Paul, Minnesota

JOHNSONIZED PRINTING MACHINERY—HANSEN TYPE—COMPLETE PRINTING OFFICE OUTFITTERS

SET IN HANSEN TYPE

Are You Selling Your Customers This Space?

TEACH THEM TO USE THEIR WASTED SPACE

Your customers buy 163 square feet of usable advertising space to every thousand 6¾ envelopes. They're wasting it; you're losing printing—and a big profit opportunity. Sell them the *full-print* idea—back-plus-front utilization of their envelope space. You print both sides at once from simple layouts we furnish free. We make up the envelopes from your sheets *after* you've printed them and give you quick-time service. You make a double profit, on the envelopes and on the printing. It helps keep your plant wheels moving and your customers satisfied. It's a trade-stimulating plan.

Make your customers' envelopes pay a dividend and increase your business. Write us for detailed information. Also ask for the—

Strictly a Printers' and Lithographers' Service

New Envelope Price List

Fits Your U. T. A., Franklin and other Price Books.

All grades of one size shown on a page—approximate shipping weight of standard sizes in their different weights—approximate quantities of each size in a case. Prices quoted in less than 10,000 lots and 10,000 and case lots—exact figures without computing discounts.

All Envelopes Extra Heavily Gummed

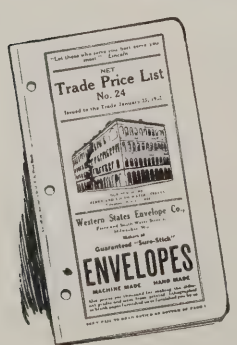
Use the Coupon for Convenience in Ordering Price Book.

W-Notched Under-Flap ‖ Reg. U.S. Trade Mark

We Protect the Trade

Western States Envelope Co. Milwaukee Wisconsin

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers



GENTLEMEN: Without obligation, please send me one of your new time-saving price lists—the one that fits the U. T. A. Price Book.

My Name.....

Firm Name.....

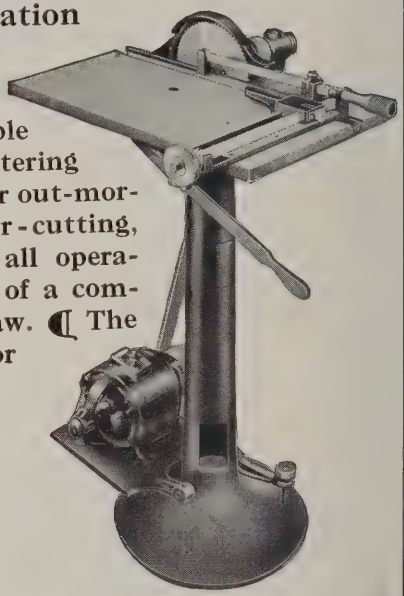
Address.....

City or Town..... *State*.....

LACLEDE SAW and TRIMMER

MODEL B

Saws and Trims in One Operation



Equipped with the most rapid and simple method for mitering Can be used for out-mortising, under-cutting, mitering and all operations required of a composing room saw. ¶ The table is level for all operations. Column cannot clog up.

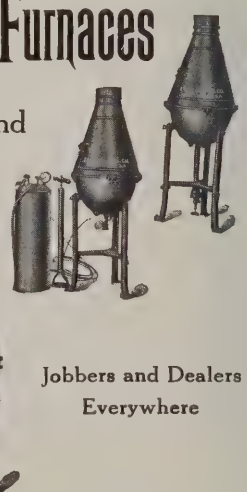
Powerful work holder

Write Dept. C for further information

LACLEDE MFG. CO. 119–121 N. First St. St. Louis, Missouri.

Laclede Remelting Furnaces

Scientifically Designed and Substantially Built in sizes to meet the requirements of any Office



Jobbers and Dealers Everywhere

Full Information upon request

MANUFACTURED BY THE

Laclede Mfg Company

119 N. MAIN STREET

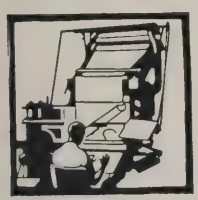
ST. LOUIS, MO.

Pioneers

Men with vision and courage to follow their ideals. Thus we visualize the pioneers of business and the world of art.

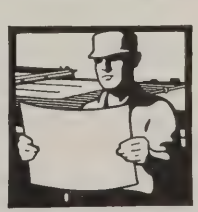
Artists who combine business vision with artistic skill, to illustrate your message, and Engravers who make possible the universal appeal of the Artists' creations are at your service.

The Artcraft Engraving Co.
6th floor Enterprise Bldg.
Milwaukee, ~ ~ Wisconsin



Cooper Black

Designed by OSWALD COOPER



A dominant type face
A bold Roman that is a genuine design
It delivers the message with the convincing force of powerful expression

Write for Specimen
Showing Sizes 6 Point to 120 Point

Printcraft Illustrates
Font 8 Designs and 8 Tint Blocks

BARNHART BROTHERS & SPINDLER

CHICAGO · WASHINGTON, D.C. · DALLAS · SAINT LOUIS · KANSAS CITY · OMAHA · SAINT PAUL · SEATTLE

6th Reason WHY the INTERTYPE *IS* "The *BETTER* Machine"

This is the sixth of a series of practical talks on Intertype construction. More will follow. Watch for them

This type (36-point bold) was set on a Model D-s.m. Intertype. The slugs are 42 ems (7 inches) wide.

Note convenient operating position of the side magazine keyboard.

Change from one side magazine to another made in four seconds.

Side magazines can be removed and replaced in ten seconds.

Split magazine can be removed and replaced in less than seven seconds.

Bottom and middle magazines as easy to change as top one.

Large type is usually set in wide lines. The common limit for line-casting machines is 30 ems (five inches). The Wide Measure Intertype, Model D-s.m., sets a line 42 ems wide (seven inches) on a single slug.

The bulk of display composition is in sizes up to 36-point. Intertype Model D-s.m. sets full width 36-point bold and condensed faces up to 60-point.

Intertype Model D-s.m. carries two standard magazines, one split magazine, and three side or auxiliary magazines. With extra magazines and matrices, which can be substituted in a few seconds as shown in the pictures above, the range of Model D-s.m. is practically unlimited.

Popular type faces, including the Bodoni Series, Century Expanded, Century Bold, Cheltonian Old Style, Cheltonian Bold, etc., can be furnished in sizes up to 36-point (full width), as well as a great variety of head-letter faces. New faces are produced from time to time as required.

INTERTYPE CORPORATION

General Offices, 8071 Terminal Building, BROOKLYN, N. Y.

550 RAND-MCNALLY BUILDING, CHICAGO
303 GLASLYN BUILDING, MEMPHIS
560-K Howard Street, SAN FRANCISCO
Canadian Agents, TORONTO TYPE FOUNDRY CO., LTD.

Exhibitor, Boston Graphic Arts Exhibition, August 28th to September 2nd

Vol. 40 MILWAUKEE, WISCONSIN, July, 1922. No. 7

You Who Make Your Bread and Butter Out of Advertising Should Buy Mill Brand Papers

The Paper Industry Can Be Standardized by the Development of Mill Brands and Economy of Production Will Then Bring Lower Costs

By H. A. Apple

BEFORE the advent of prohibition, it was not an uncommon occurrence to meet a salesman representing a distillery, who would frankly state, "I sell whiskey but I never drink it. Give me a cigar."

I know a Studebaker automobile dealer in a large city who drives a Packard twin six. His customers think it is poor business for the dealer not to drive the car he sells and which he claims, "gives all the comfort and satisfaction you can get from the highest priced cars."

Many commercial printers and newspaper publishers are like the liquor salesman. They preach incessantly to their prospects that it pays to advertise; that the successful firms are those who have established identified products; that advertising enables the manufacturer to standardize and thereby actually sell products of superior quality at the lowest possible price.

But—and here is where the shoe pinches—when the publisher or printer has occasion to buy advertised, trade-marked or identified paper, he, like the liquor salesman, says, "I sell it, but I never use it myself."

The development of mill brand papers as distinguished from jobbers' private brands will prove a great help to the printer. It means lower paper costs; uniform quality; stabilizing the quality from year to year; and the assurance that competitive printers are figuring the raw material (paper) on the same cost basis as yourself.

The economies effected by manufacturers producing mill brand papers are obvious. The mill is operated day and night on one grade, one weight and one color. The mills manufacturing private brands must make frequent changes with frequent stops to produce a large number of small orders covering different grades, different weights and different colors.

Mill brand papers will standardize the paper industry to the point where we will have fewer weights, sizes, grades and colors. Mill brand papers will therefore sell at a lower cost. Lower paper costs will create a greater demand for printing.

You, the readers of National Printer-Journalist, are all publishers of newspapers and proprietors of commercial printing plants. If you are consistently successful you must be honest. If you are honest you must believe that it pays your customers to advertise.

Likewise, you must believe that it pays the readers to buy advertised merchandise for you know that no successful advertiser can afford to let up on his quality or jeopardize his position by overcharging.

If you believe in these basic merchandizing principles when applied to your customers and your readers, do you not agree that you ought likewise to apply them in your own purchases?

More than five thousand of you newspaper publishers and owners of large commercial printing plants read this paper each month. You are a tremendous factor in the paper industry. If all of you demand that your jobbers supply mill brand papers, you can revolutionize the paper industry over night.

Your stand for mill brand papers will in a short time standardize the industry to such an extent that paper prices will drop because of the economies you will make possible.

You will have the assurance that your competitor is not underbidding you by furnishing inferior paper. Both you and your competitor will be figuring on the same stock at the same price, or at least on a known stock at a known list price.

Do not follow the example of the liquor salesman. Ennoble your own business in your own eyes by urging others to advertise; by preaching the value of buying advertised goods; and lastly by being consistent with yourself. Buy advertised papers that the manufacturer knows represent such high value that he can afford to spend his good money popularizing his brand.

Model of Modern Newspaper Building

The South Bend Tribune Leads Many of the Larger Dailies In Point of Methods and a Splendid Plant Which Combines Beauty With Business Utility

BY JAMES MARSDALE

IT is probable that you, well-known indulgent and gentle reader, have seen the city of South Bend, Ind., since most people have. You cannot well avoid seeing this place if you travel eastward from Chicago on the New York Central line, and you will make it a point to see it, for the reason that this is another of those municipalities which have a habit of finding their several ways into the public print. Yet, if your inspection of South Bend has been limited to the vista provided by a window in the day coach, you have hardly seen the city with proper justice to it and to yourself.

South Bend is a surprise to those really visiting the city for the first time. You stroll about and at every turn see another of its many and diversified manufacturing plants. Here is a collosal automobile plant with buildings extending from here to the horizon; there is an immense factory where farm implements are made; scattered are furniture, varnish, watch, motor and other manufacring establishments. You are impressed with the fact that here is a city of real importance; a place where the things are done in a big way, even though the corporate limits of the city may not be so extensive.

Your biggest surprise, however, will come when you arrive at the corner of LaFayette Boulevard and Colfax street, for here you will come upon a splendid three-story structure of concrete and steel, faced with reddish brown, rough-faced brick, and constituting a most impressive and handsome structure which, you will learn, is the home of the South Bend *Tribune*.

I say you will be surprised for the reason that I, who am almost blase' through long following of my hobby of visiting the homes of newspapers, experienced a distinct thrill in coming upon this plant which might creditably house a large metropolitan paper and is superior to many of the big town papers.

THE TRIBUNE FROM THE INSIDE

Determined to see this newspaper home from the inside, I invited myself into the office of Mr. F. A. Miller, editor and vice-president, who happened to be absent at the moment. Until his arrival I entertained myself by viewing the many photographs on the walls, representing it seemed all of the newspaper and public life notables of today and all bearing autographs and expressions of friendship.

Presently Mr. Miller arrived and I became acquainted with one of the reasons for the success of the *Tribune;* a man of congenial disposition but representing in his wiry build, active movements and keen and firm expression, a capacity for a lot of work and tenacity for carrying it out.

"Glad to show you everything we have," said Mr. Miller when I had explained my visit. "Let's begin at the top." Accordingly we started on the roof, a progression which I found had a psychological purpose since it gave Mr. Miller an opportunity to give me a broad view of his city, which, from that altitude, looked like an immense park. The hills on the south and west and the elevations on the north and east, the wooded tracts, the spires and domes of Notre Dame and St. Mary's, the curling smoke of Niles, Mich., and of Elkhart and Mishawaka combine to make a picture that is as fascinating as it is beautiful.

I noted that this was a building constructed with a view to the future, for the roof was of concrete, built to allow for the addition of three more stories without necessitating disturbing the lower floors and the building was set back several feet from the regular building line in preparation for a hoped-for widening of the thoroughfare. At two corners of the building were the observation towers where visitors might enjoy the scene and weather recording instruments were placed to tell the current story of the weather.

The top floor of the building is devoted to an auditorium or assembly hall, dining room, kitchen, cloak and rest rooms. The assembly hall is 60 by 60 feet in dimensions and will seat 500 persons. A stage with a proscenium of nearly 18 feet at the north side of the room is large enough for recitals and other entertainments. A splendid dancing floor is provided.

The dining room will seat 120 persons and the kitchen is completely equipped with stove, cooking utensils and dishes. Well-furnished rest rooms occupy the front portion of the floor. This floor is available for public assemblages as well as for entertainments given by *Tribune* employees.

THE EDITORIAL AND COMPOSING ROOMS

The second floor is occupied by the editorial, conference, file and composing rooms. On the south are the rooms of Mr. Miller, and those of the associate editors, and the conference room. These rooms are connected so that passage from one to the other is quick and easy.

On the north side of a main corridor are the newsroom and library, which contains a complete file of the *Tribune* from its first issue as well as many reference and text books.

In the southwest corner of the news room is a private office for the managing editor, separated from the remainder of the office by a metal and glass partition. The news room is spacious and well-lighted. It is wired for electric lights and telephones for 22 desks. The desks are Artmetal and, with the steel chairs and specially made, portable typewriter stands, constitute very practical equipment. The floors are of marbeloid. The room is connected with the city fire alarm system and pneumatic tubes con-

Newspaper Home of the South Bend Tribune
Impressive structure a manifestation of the belief of the owners of the Tribune in the future of South Bend and confidence in the ability of the Tribune to render service to a constantly growing and prosperous community.

General Business Office of The Tribune

Section of the News Room

nect with all departments. An Associated Press room is provided on the floor.

The rest of the second floor is devoted to the composing room which includes the sterotyping department. The composing room is directly north of the newsroom, separated only by a partition. Seven linotypes, three intertypes and two monotypes are placed to secure the maximum of light from the big plate glass windows. The make-up tables are placed between the ad and news alleys, the work being brought to a common center in a very practical manner. Complete equipment of racks, tables and needed accessories are found. A practical item, a Hammond steel filing cabinet for standing matter and future and foreign ads is provided. The ads, plates or mats are filed alphabetically and by date of intended issue, eliminating any possible confusion. A Wesel saw is handily placed. Every detail for the efficient promotion of the work seems to have been considered.

The Sterotyping Department

Separated from the composing room by metal and glass partitions is the sterotyping department, with entrance on a direct line with the make-up tables. A Goss furnace and two Goss steam tables are used, with a Hoe finisher and drier. Here, also, is the ingot furnace for linotype metal.

A plate drop in the southwest corner of the rooms conveys the sterotype plates to the press room below in a few seconds and operates automatically, the weight of the plate carrying the drop downward, which returns when the plate is removed.

A unique idea is the use of a "firemen's pole." By use of this pole, employees make the slide to the press room in a second, saving the time and trouble of using the stairs.

Special attention has been given to ventilation. Large metal hoods and flues cover the furnace and melting pot and a large shaft, three feet square and capped by a ventilator rises above the room. Adequate toilets and shower baths are provided on this and the first floor, while hot and cold water is available throughout the building. Drinking fountains are conveniently placed on each floor. Each employee is provided with an individual steel locker.

The Press Room

The press room occupies the entire width of the north portion of the main floor. A Goss high speed, low construction, straight line octuple press is placed in a well-lighted position at the west side of the room. The press rests on a concrete and steel foundation, built independently of the floor and from the ground up, with the result that vibration is practically nil. Ink is pumped up from tanks in the basement. An elec-

F. A. Miller, Editor of The Tribune

tric paper hoist is found at each end of the press. A view of the press is provided from the street and proves a continuous attraction.

Extending the width of the building is a driveway, 14 feet wide. This is covered, being under the second floor. A wide doorway communicates with press room and the freight elevator. This elevator may be loaded or emptied from the press room or from the *"Tribune* court," a 25-ft. space at the east side of the building which provides light and air or may be utilized for additional building construction. A large, iron doored trap in the floor of the driveway provides for the passage of the rolls of paper into the basement. A large electric hoist is used here. A coal chute is also provided.

The mailing department occupies the east side of the press room. Windows communicate with the circulation department at the front of the building and with the newsboys' lobby. This lobby is spacious and wisely wainscotted to a height of six feet with hard-surfaced brick to discourage the tendency of the newsboy towards engraving efforts. At the rear of the building is a modern garage for the cars of employees. The basement is devoted to paper storage, well lighted space running under the sidewalks. Here, also, are heating, power and ventilating systems.

The Business Office

The business offices, occupying the front portion of the main floor are handsome and efficiently planned. They occupy a space 52 by 59 feet, flooded with an abundance of light. Toward the right as one enters is found the advertising department, with a 33 ft. counter for the transaction of business with the public. On the left side is the business and accounting department. The circulation department is at the rear and facing the doorway. In the northwest corner are the offices of the president and the secretary-treasurer.

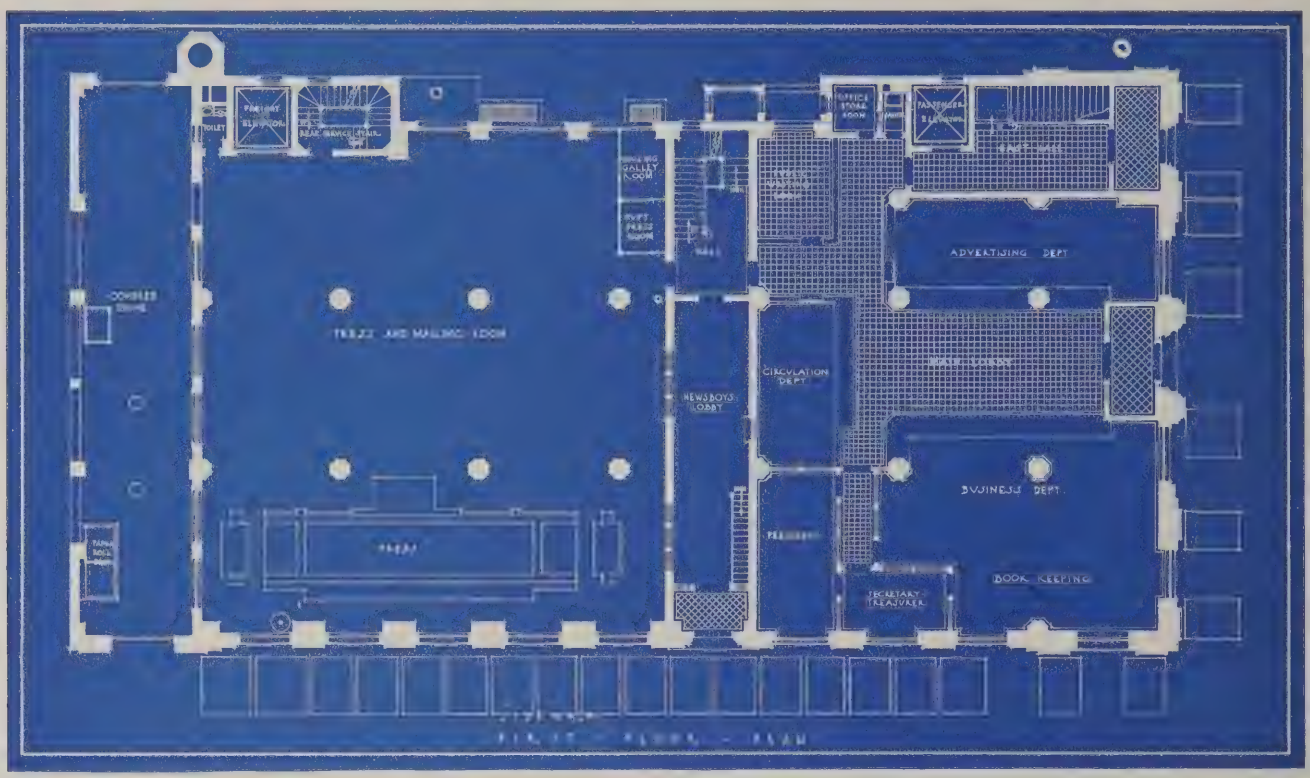
Under the several general office counters is cabinet work to which special study was given with a view to providing efficiency. In this manner numerous files are allowed including an advertiser's file in which mats or plates are filed so that they may be obtained at once on the request of the advertiser.

A Thing of Beauty

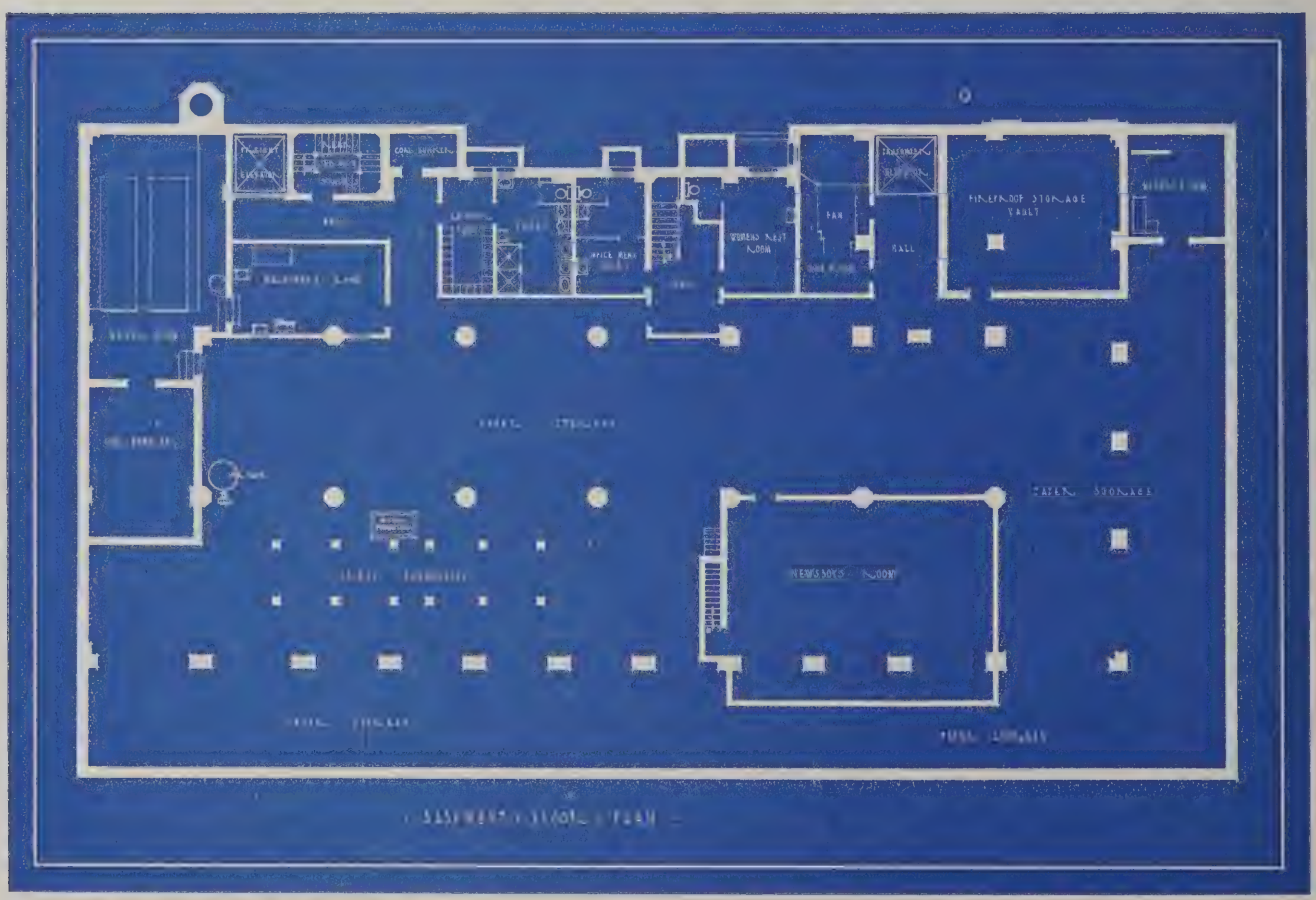
The building of the *Tribune* is one of unusual beauty. The external architecture is very effective, while within, the structure, design and choice of materials is most pleasing. Bronze doors open into the rooms with Welch tile floors, Cæn stone walls representing blocks and with tavernelle marble base. Ceilings and walls are tinted in grey old ivory, desks and counters are of oak and doors and sills are of natural gum wood. Indirect lighting adds a pleasing glow. Throughout the building is found the same general style of ornamentation. The entire suggests dignified prosperity.

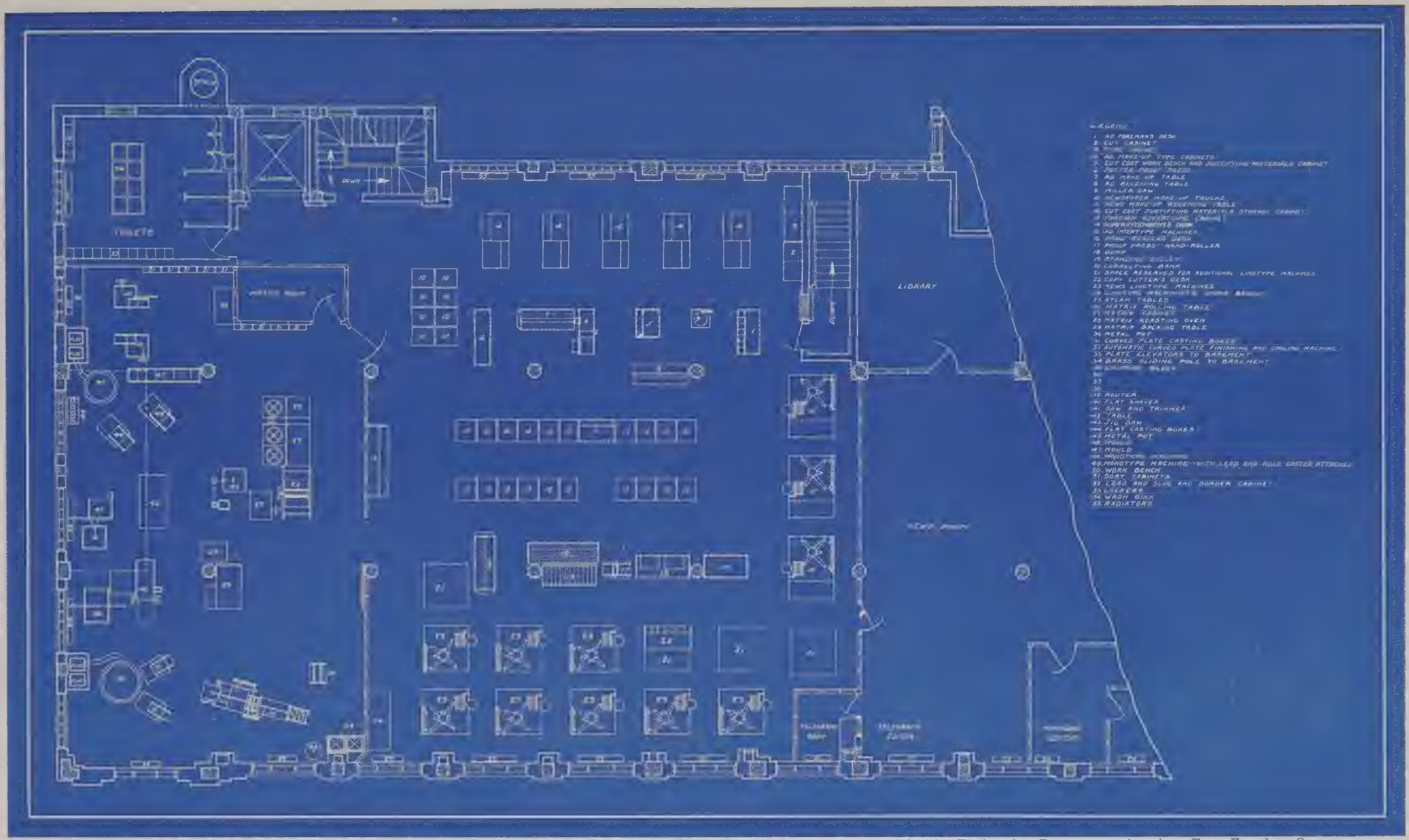
Personnel of the Tribune

The South Bend *Tribune* was founded in 1872 by Alfred B. Miller who passed away in 1892, and Elmer Crockett, although the parent sheet was the St.



Layout of First Floor and Pressroom—South Bend Tribune.





Layout prepared by the Engineering Department, American Type Founders Company.

Layout of Composing Room and Stereotype Departments, South Bend Tribune

Joseph Valley *Register*, founded by Schuyler Colfax in 1845. The paper is now owned by three persons—Elmer Crockett, president; F. A. Miller, vice-president and editor; and Charles E. Crockett, secretary and treasurer. Mr. Miller has been newsboy, reporter and finally editor of the paper.

SOME VIEWS OF THE EDITOR

The appearance and very atmosphere of the *Tribune* home suggests full success. It is a paper that has arrived and is still going forward.

"Have you any philosophy of success or can I draw from you any moral or precept on the growth of your paper?" I asked Mr. Miller when, after my visit to the plant, he motored me about and showed me the city of which he is justly proud.

"I would say that our success has been mostly a matter of work," said Mr. Miller. "It seems to me that success for a newspaper is not such a complex thing. First we take pride in our city and its people. Then we try to give to our people the best paper we are able to. Every organization conducted for the furtherance of sound business principles must have an ideal—some high set standard to strive for—possibly beyond human accomplishment, yet a mark of desirable attainment. That has been our thought, represented in the broadest possible service to readers and advertisers. We win confidence by being worthy of it.

"Another fact is that we adhere to business principles. In our relations with advertisers we are fair and firm. We never have deviated from our card rate for any advertiser. In selling advertising space, a paper is offering something of definite worth. There is no reason for price cutting. Standing firm on this point will make the advertiser see the logic and propriety of your demand and will win his confidence.

"Summed up, the best advice I might offer is: Follow business principles and work hard; success just must follow."

It is significant that the building of the South Bend *Tribune* is such as to allow for expansion throughout. Somehow, I feel that this space will be needed for a still greater growth in the early future.

View of Press Room

Ten Commandments for Correspondents and Contributors

One Who Knows Advances Code of Conduct

Ten commandments that might well be the basis for rules of conduct to guide country correspondents and contributors to country newspapers have been formulated by Miss Soester I. Anthon, city editor of the Yakima (Wash.) Republic. They were issued at the annual convention of the Washington Business and Professional Women's League. Miss Soester is a graduate of Washington school of journalism, and has been signally successful in newspaper work. She is well qualified to formulate rules and regulations to guide correspondents. Her frank expression, instead of the evasions many editors affect or the domination they submit to in their pursuit of continued goodwill, should win added respect for the professional men and women regarded in many quarters as semi-public servants.

The ten commandments are as follows:

1—Thou shalt always hand in thy material at least half an hour ahead of time. If 10:30 be the limit for club news, get thine in at 10. That will insure thee of respect from the newspaper desk and thy item of unhurried treatment.

2—Thou shalt realize that a woman's initial is as precious as a crown jewel and that no name is worth shucks to a newspaper until the correct initials are attached to it. All newspaper workers have learned that the woman whose name has been wrongly printed in a newspaper puts in some of her idle hours hating the reporter who did it.

3—Thou shalt know thy message before trying to give it. Know what thou wouldst say and say it in one breath. Time is fleeting and in a newspaper office the dead line for copy, after which no item may be received, is never more than one jump ahead.

4—Thou shalt not insult the intelligence of the newspaper worker by gross flattery nor shalt thou endeavor to buy her casual gifts. Proper appreciation of her capacity and adequate expression of your thanks are not to be confounded with a surfeit of praise or mild bribery.

5—Thou shalt not waste thy time, nor that of the newspaper, by futile arguing of office rules. If thou art told "We cannot consider this a matter of news," take thy item and stay not upon the order of thy going. The statement is not an insult to thee nor does it show a lack of consideration for thee. It is merely a fact which cannot be denied.

6—Thou shalt remember that while a newspaper worker is ready to toil 24 hours of the day—and then sigh that there are not 25—it is a bit of courtesy to see her as early as possible and then when this is done thy troubles will receive more careful consideration. Even a newspaper worker must sleep sometimes.

7—Thou shalt take it for granted that the newspaper person is an expert in publicity and that thou art an amateur of amateurs, and that in the most technical trade in the world. Therefore, for thine own sake respect the judgment of the woman who sits back of the typewriter. She wants thy items, she wants thy friendship, but she cannot let her own standards slip by yielding to thy requests against her better judgment.

8—Thou shalt not forget that while an item printed once may be news, the second time it is the bunk! Do not say, "Now print this two or three times." Instead, give your whole story and request that the facts be divided among several items instead of one, if that appeareth possible. And do not try to deceive. Let the newspaper reporter have the whole truth even though she may not print it all. Your faith in her will not be violated.

9—Thou shalt never waste thy time and that of the newspaper by calling up during office hours to say "You made the item I gave you too short." Time and tide and newspaper space wait for no man—take it for granted that thou received the best treatment possible under conditions of which thou mayest know nothing. Later thou mayest with due propriety ask for the why and wherefores—but do not do it during the day's rush.

10—Thou shalt, when thou hast been given satisfactory treatment by some newspaper, make public confession of that fact. And in case the matter has been unusually pleasing to thee, tell it to the Boss. In that way thy name be long in the land and every worker on the paper will arise and call thee blessed. Selah!

✣

Falls in Line With Radio

Radio claimed another newspaper disciple recently when the Newburgh Daily News of Newburgh, N. Y., established a broadcasting station.

It is the intention of the News broadcasting station to feature news in its daily broadcasting program, a regular schedule for whoich has been prepared.

Daily, except Sunday, every hour on the half hour, from 12:30 to 6:30 p. m., musical numbers, important county, city and foreign news bulletins, major league baseball and other sporting news will be radio-phoned. Every evening from 10:30 to 11 concert programs will be provided.

The News Broadcasting Station is equipped with the most modern and powerful apparatus.

The Photographic Composition of Type Matter

Development of Offset and Lithographic Printing Shows Constant Encroachment on Letterpress Industry Presaging Stiffer Competition for Business

THE British Printer reviewing developments of offset and lithographic industry in the past few years, goes into detail regarding both of these important factors in modern printing. It says that the rapid strides which have been made during the last few years in the development of photo-lithography in conjunction with the offset machine have opened up a demand for a satisfactory and reliable method of composing type matter for reproduction by this process. At the present time the usual method is to set up the matter in the ordinary way, either by hand or on a composing machine, to pull a proof and then to photograph the whole, making a negative which is subsequently printed photographically on to the zinc plate for the offset machine. This method, however, is a roundabout way of achieving the desired result, involving large cameras and other apparatus, and robs the offset process of many of its advantages over letterpress printing. Further, there are many large lithographic printing firms who do not possess letterpress composing machinery or equipment, and this makes them dependent on their letterpress confreres for the composition of any type matter which they may be required to print.

It is clear that there is going to be very keen competition between letterpress printers and the up-to-date lithographers, and it will be a definite disadvantage to lithographers if they have to rely on letterpress competitors for setting up type, and include the cost of this in their quotations.

There exists, therefore, at the present time a demand for a machine which, worked from a keyboard on the typewriter principle, will compose all varieties of type matter, and produce a negative which can be transferred rapidly to a lithographic printing plate. It is quite unnecessary to go to the trouble and expense of setting up actual type, all that is required is a negative on which the forms of the letters appear as if they had been printed from type and photographed. A purely optical and photographic apparatus will produce such a negative without the use of cast type, and all intermediate processes are eliminated. This apparatus is

A "PHOTOGRAPHIC COMPOSING MACHINE."

The idea of such a machine is not new, as will be seen from the early patents dealt with later in this article, but owing to the recent developments in offset printing the subject has become one of considerable importance, and various inventors are now turning their attention to the design and construction of really useful machines.

At first sight it would seem a comparatively simple problem, but immediately one considers the actual design of such an apparatus the complexity of the subject becomes apparent. The first and most important problem is that of placing the letters in correct relation to each other according to their width. This may be called the "spacing problem." The compositor, when setting cast type from a case is automatically spacing the letters as he sets them, because the width of each letter and its proper distance from its neighbours has been determined for him by the typefounder, and each character has a definite "*set*" fixed by the width of the type body. In a composing machine of the linotype variety this *set* is determined by the width of the matrix, and provides a definite space for each character. When composing by the photographic method, however, there are no type bodies to give the required space to each character, though in one form of machine there may be fixed matrix widths as in the ordinary linotype.

This brings us to the consideration of the two basic

PRINCIPLES OF COMPOSING MACHINE DESIGN.

All composing machines must be based on one or other of these two principles. Either each character must be dealt with separately and then combined to form a whole, as in the monotype machine; or the letters must be formed into a line and the line dealt with as a unit, as in the linotype and similar machines. In composing machines which actually cast type both these methods have their advantages and disadvantages, and in the same way photographic composing machines, which must similarly be based on one of these two principles, will exhibit a completely different series of advantages and disadvantages, so that any real comparison with type-casting composing machines ceases at the basic principles, and the problems presented by photographic machines must be regarded from a totally different point of view.

It will be desirable here to digress for a moment and explain the photographic principles involved in composing by photography. Most of us have at some time or other looked at the focusing screen of an ordinary camera, and have seen the image of whatever view may be before the camera. We may also have observed that if the camera is moved closer to the view or to some object in the view, such as a tree or a figure this object appears on a larger scale on the focusing screen. Similarly, if we move the camera further from the object, it is reproduced on a smaller scale. These phenomena occur likewise in the reverse direction, when lantern slides are projected on a screen at a lantern lecture. The camera part of a photographic composing machine operates in exactly the same way as an optical lantern; instead of the lantern slide, the image of a character or a line of characters is brought into the path of the light, and instead of being projected on to a large screen, is projected on to a sensitive surface, which is subsequently developed and forms a negative of the characters which have been projected on to it. Just as a camera will reproduce an object of any desired size, so the characters are reproduced by the photographic composing machine in any size of face from about 6-pt. to 96-pt. from one set of matrices. Each face or style of type therefore requires only one set of matrices, and may be set in any required size within the above limits. It requires little imagination to realize the saving brought about by this method, when one remembers that to set this range of sizes in ordinary type would involve an enormous amount of loose type or large quantities of matrices for ordinary machine composing. The photographic composing machine, by adjustment of the camera part alone, will produce about ninety different *sizes* of each style of type from one set of character matrices, that is to say, separate sets of matrices are only required for different *styles* of type; the camera automatically looks after the entire range of sizes for each style.

Reverting to the question of the design of such a machine, before we consider separately the principles on which a machine may be built, it is necessary to refer to two problems which are common to both types, and which must be satisfactorily solved before any machine can be regarded as a commercial proposition. These are line "justification" and the correction of errors. Here again one is confronted with the fact that there are no type bodies to deal with, and one can

(Continued on Page Twenty)

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MILWAUKEE, WISCONSIN, JULY, 1922

Don Gerkin on Cost Systems

In bucolic strain Don Gerkin in the Secretariat puts over this effusion:

If the good Lord holds us strictly to account for wandering thoughts when attending divine services, many of us will have a lot to answer for some day. Last night at church, I couldn't get my mind away from cost systems, and when the parson prayed "O Lord, give us power and light," unconsciously I whispered, "also rent and heat." And there wasn't the slightest intention of being irreverent either—just lack of concentration or shall we explain it on the hyptohesis of subconsciousness? Anyhow, the preacher and I had different viewpoints, for I was thinking of the man who has no cost system, but is blindly groping along in the dark hoping to make both ends meet somehow. If the truth were known, I expect many such petitions have gone up from the systemless printer—probably some of them for the payroll as well. The Secretary should be a Moses to lead the Industry out of the wilderness, not a Billbryan, whose leadership always stops just short of the promised land.

Philadelphia Graphic Arts Exposition

Announcement was recently made of a Graphic Arts Exposition to be held in Philadelphia, September 25 to 30. Following closely upon the heels of the Boston Graphic Arts Exposition, we cannot help but feel that the Philadelphia show is an ill-timed affair. Manufacturers do not view with enthusiasm the exhibiting of equipment in periods that will enroach so closely one upon the other. It is well known that exhibits in such places are placed at a cost varying from $500 to $4,000. Unless the periods at which such expositions are held are widely enough separated to assure a proper interest, they will fall short of accomplishing the things that exhibitors hope to attain — that is to exploit new machinery and improvement, and acquaint the trade generally with what is going on in the industry.

The Chicago exposition was a big success because it was the first show of its kind held for a number of years. The Boston Graphic Arts Exposition comes well within its rights for the reason that so much equipment was in process of development just before and in the early days of the war that it was again taken up immediately upon cessation of hostilities and completed — too early, however, for exposition in Chicago. These new machines and new processes have now been completed and are in the nature of mysteries to be unfolded at the Boston exposition. It goes without saying that the Philadelphia exposition is wholly without the bounds of usefulness because it will be duplicating what is accomplished at the Boston exposition. Besides, being in such close proximity to Boston, it cannot be said that general interest will prevail.

Too many expositions are not advisable. A complete show once every two years, or at stated periods when it is essential that new equipment that has been developed be shown, is commendable enterprise. Since the Boston Graphic Arts Exposition is not in any sense a project for profit, it is plainly to be seen that it is planned for the benefit of the craft and therefore should be patronized liberally.

Purge the Newspapers of Uncleanliness

Judge Cropsey of the Supreme Court of New York recently delivered a lecture to a large audience, the basis of which was the "Fundamental Cause of Crime."

It is a sad commentary on a portion of the American press that Judge Cropsey laid a large share of the cause for crime on the exploitation and great amount of publicity given to news of murders, robberies and crime of every kind.

In his long judicial experience Judge Cropsey has questioned many offenders. He came to the conclusion that 80 per cent got their criminal "education" from the papers. "It is an incentive to crime when it is placarded on the first page how easy it is to rob. The other fellow thinks he is a fool because he has not tried it."

The moving picture industry has been going through a revamping of its methods lately. It has come to the conclusion that the crime-exploiting picture will not benefit the industry; therefore all efforts at picture production in the past year have been along new lines. These are taking the form of 'home building," "family interest" and "loyalty to

principle." That the moving picture industry is on the right course is demonstrated by the increasing popularity of productions of this class.

There is no denying the fact that the newspaper industry is riding to a fall in continuing its policy exploiting and giving wide publicity to crime of all kinds. It may be argued that the sensational press is a circulation getter. Since circulation has been looked upon as the means for attracting advertising, publishers of this class of journal defend themselves by the statement that it is a business proposition.

"How the Mighty Have Fallen" may be headlines appearing in journals of the future chronicling the demise of the sensational press. We are in a new epoch. Church attendance is increasing to a remarkable degree. This denotes a changing condition. Folks are beginning to feel that humanity, after all, needs a little more of God, not only in business but in every activity. There are monuments in the newspaper industry today that have not reached their eminence through sensationalism. They have come to the pinnacle of the profession by expounding clean journalism and disseminating news that is of real value and information tending toward knowledge, rather than by methods that tend toward the tearing down of civilization. Just as the American press is striving from day to day to make its business men efficient, so also should it bend every effort to keep its skirts clean so it can go into any home in the land and be fit reading for anyone.

Greetings to N. E. A.

Greetings to the National Editorial Association! As the editors and publishers of community newspapers you are the powerful representatives of the greatest education-force of the nation. With members in every state in the Union, your influence is boundless. Rightfully you may claim to be the bulwark of modern civilization. The deliberations of your annual convention are fraught with great significance.

Since the foundation of the National Editorial Association at New Orleans in 1885, men of distinguished ability as editors and publishers have carefully and devotedly guided the destinies of your great organization. During its 37 years of usefulness the representatives of the press throughout the world have recognized that this great body of thinkers and doers, has contributed more than any other single agency in promoting all that is fine and noble in life; that this organization has been the well-spring of inspiration for the American nation.

Meeting annually in various sections of the continent, you have familiarized yourselves with conditions by personal investigation, resulting in an expansion of understanding, not only for yourselves but for your readers and for the Nation. Men have come and gone, men will continue to come and go, but the influence of the work you have done, and, under the blessing of the great All-Father, will continue to do, will go on forever.

May all the pleasures of complete happiness be yours! May the success in your various undertakings meet with deserved recognition! May stout hearts, inspired with the purpose to do for the right, cooperate with you in your all-embracing altruism!

Warning to Publishers

WHEN Secretary Hoover addressed the Interstate Commerce commission, more than three months ago, he predicted that unless we had a quick resumption in construction of railroad equipment, the whole community, commercial and industrial, would be gasping from strangulation caused by insufficient transportation, the moment that our business activities resume.

Said Hoover: "For the past five years we have had no consequential expansion to our railway transportation machine. With about an interval of nine months in 1918 and 1919, we had a car shortage throughout the whole of the years 1916,-17-18-19 and 20. This shortage rose to as high as 160,000 cars with a corresponding drag in commercial losses and unemployment in consequence." He asked the railways to "make repairs now" and to the great credit of the carriers, it must be said that they promptly heeded this advice. This is amply shown in the large orders placed for raw materials by the railway shops and their big resumption in employment.

Since Secretary Hoover spoke to the Commerce Commission, American industry has made very substantial gains. This is a matter of common knowledge.

Here can plainly be seen a rapidly increasing volume of freight traffic with also a rapidly receding number of surplus freight cars. It must be borne in mind that the volume of traffic has continued to expand in the face of the coal strike, which only serves to emphasize the increase in traffic other than coal.

The tendency noted here seems to indicate positively that shippers and consumers will face a shortage of freight cars this fall. When the coal strike is over, it is only reasonable to assume that shipments of coal, long held up, will be abnormally large. The wheat crop this year will be larger than last, and as this and other crops move in the fall, the shortage of cars may be quite acute. A contributory factor of no small significance will be the strike of railway shop crafts, which now has come, and which will further accentuate the shortage thru delay in making repairs on many cars not at present in use.

Sound business, therefore, requires that large consumers of paper do their utmost to keep the available cars at work before the shortage is at hand. Shippers of paper can refrain from loading home cars for points off their own lines when other suitable cars can be obtained, and foreign cars should be loaded when possible in the direction of their home lines. Shippers of paper should endeavor, also, to load cars to as full capacity as possible and consumers of paper should release cars with all promptness.

Babson Says—

"Every time you guess, you gamble. Every time you gamble you worry. Every time you worry you lose time—you lose efficiency. It takes a big man to guess and succeed; but how much bigger would it appear before the public if he built a greater success on facts and figures given to him by his assistants?"

The Photographic Composition of Type Matter

(Continued From Page Seventeen)

only justify to a measurement. The writer believes that justification has proved up to now one of the most serious difficulties which designers have had to contend with; it has, however, been overcome by one or two inventors, and there is no doubt that with a sufficient amount of ingenuity a photographic machine may be made to justify its lines as accurately and as quickly as any standard "cast type" composing machine. Such a device, however, to be commercially useful, must be at least semi-automatic, and must not involve a large amount of calculation on the part of the operator.

The correction of errors on the other hand is a very difficult matter in photographic composing, as we cannot erase a photographic impression made in error; neither can we cast a new line or replace a wrong letter with loose type. This is a deadly criticism to be levelled at a photographic composing machine which does not cope with the human failing sometimes to press the wrong key.

THE "LINE BY LINE" PRINCIPLE.

The method of setting up character matrices into a line and photographing the line as a whole would at first sight appear to be by far the simplest and most practical way of achieving the desired result. It has two very obvious advantages, namely, the matrices can be held in metal frames and can be either units in themselves, or, as in the Friese-Green machine, strips containing a number of characters one above the other, each strip containing characters of the same *set* width. The matrices are allowed to fall into a line when released by the keys, there are space bands for the spaces, and the line, after setting, can be justified, as on the linotype, by expanding wedges. The whole line is then clamped up, with an illuminant behind and a camera in front, and is photographed complete on to the sensitive material; after exposure the matrices are redistributed as in the linotype, and the sensitive material moved on ready for the next line. This could all be arranged to happen very rapidly, and a speed equivalent to that of the linotype could no doubt be attained.

There are, however, several grave objections to this method, which are not readily overcome. Firstly, the writer can foresee difficulties in the matrices falling into place and aligning themselves accurately. It must be remembered that the character matrices will be a certain size, and larger sizes will be produced by enlargement through the camera as already explained. But the camera, while enlarging the characters will also enlarge any inequalities in alignment, and these will be very obvious when, say, 48-pt. or 60-pt. matter is being set. There is also required a considerable amount of mechanical complication for handling the matrices, distributing, etc. Secondly, it will be impossible to correct a compositor's error once the line has been photographed. The only opportunity of correcting a mistake is before the line is photographed, by changing by hand the matrix corresponding to the wrong letter. The amount of time lost over this operation is of some consideration, and should the mistake be overlooked, the whole page may be spoiled.

The third disadvantage of this type of machine is the limited number of faces it can set without change of magazine, an operation which again takes time, and the large number of matrices which would be required to cover a reasonable variety of faces. Finally, a machine built on this principle must be fitted with a camera and lens large enough to deal with the longest line likely to be required, and this will make the camera movements for the required range of sizes excessive and difficult to operate mechanically. A great deal of mechanism is necessarily involved in a machine of this type, which would require frequent adjustment, and the accuracy, which is the essence of photo-composing, is sure to suffer through lack of this adjustment in the commercial use of machines of this class.

THE "LETTER BY LETTER" PRINCIPLE

In the writer's opinion, therefore, the "character unit" method is really the correct basis on which to construct a photographic typesetting machine. Approaching the subject from this hypothesis, one is confronted with a whole series of difficulties, and the files of the patent office show the efforts which have been made by inventors to overcome them. The absence of "type body" is a far more serious matter; the problem of "spacing" becomes acute, as there are no matrices set up together to determine the *set* of each character. Each character with all its peculiarities is dealt with by itself, and must be placed merely by a ray of light in exactly the spot it is to occupy, with due regard to all its neighbours and its size, on the negative.

E. KENNETH HUNTER

Tailors' Linen Labels As a Specialty

By ROBERT F. SALADE

When a merchant tailor makes a sack suit for you, he writes your name and the date of the order on three (3) linen labels. One of these labels is sewed in one pocket of the coat, vest and trousers. Labels of this kind are also sewed in pockets of custom-made overcoats, dress suits, sport suits, etc., and the average merchant tailor uses a considerable number of such labels during the course of a year.

Several printers are specializing in tailors' linen labels, and it is a class of product that is decidedly profitable. The orders run from 500 copies to as high as 10,000, and the printing is always done in black ink. There is nothing difficult about the work; in fact, the linen labels are printed in practically the same way that paper labels are printed. The printing ink, however, is of a special quality that will allow for the linen labels to be washed in soapy water without having the printed matter rub off. Any first class printing ink manufacturer will supply the special ink required on order.

The linen stock for the labels is finished with a smooth, glazed surface. This material may be bought from the larger paper dealers, or from the tailors' supply houses. It comes in flat sheets, in almost any size desired, but the usual size for printing is in the form of a strip, about 1¼ inches wide by 10 inches long. This strip is of the right size to make 4 printed labels, each one 1¼x2½ inches. They can be made slightly smaller, of course. The printed form consists merely of the merchant tailor's name, business and address, and three ruled lines underneath for the customer's name and the date of the order. The printer usually sets up two duplicate forms, prints two of the labels at a time, and then turns the strip for printing the other two labels. When dry, the strips are cut in piles on a regular paper cutter. The finished product is nicely packed in paper boxes.

Any typographic printer is capable of printing tailors' linen labels, and it should not be hard to build up a substantial business in this line. Prices can be fixed by ascertaining the cost of the labor and materials. It is not a "cheap" proposition, as the tailors are willing to pay decent prices for good work.

Striking newspaper printers in Joplin (Mo.) are issuing the Printers Bulletin every Thursday since the Globe and News Herald placed their plants on a open shop basis. The paper is distributed free. Union officials declare they will make the paper a daily in the near future.

The Radio and Public Information

Possibilities and Pitfalls of Wireless Being Watched Carefully by Newspaper Publishers. Widespread Use May Be Inimical

By Jack Oakley

IN THE past six months radio has come so rapidly to the front and broadcasting equipment as well as receiving sets have been installed so rapidly as almost to take the breath out of other rapidly exploited innovations in entertainment. The manufacturers of equipment, quick to appreciate the new market, sprung up almost overnight. Distributing concerns where this equipment was offered for sale blossomed out more rapidly than huts in a newly developed oil territory. Withal, the newspaper publishing gentry has in many instances sat and gasped for breath. In most cases, they did not know what to make of it. Many are still very much in the dark regarding this new method of communication. They are very much at sea as to whether they should accept it as a part of our scheme of living and give it full publicity; or whether it should be ignored as something that is detrimental to their business.

Many argue that with the universal introduction of radio, serious inroads will be made upon newspaper patronage. With high-power broadcasting stations installed in various parts of the country, and equipment so simple that it may be readily made at home, they contend, news will be a free agent to be picked up by any one in tune with stations acting as distributing centers. Apparatus so small that it can be carried in the vest pocket has been found practical as receiving instruments. There are at present in successful use no less than a dozen apparatuses capable of receiving and sending information. This outfit may be stored away in a suitcase, ready for instant use. During a conference of the American Institute of Engineers in a Chicago hotel recently, F. W. Dunmore, with a case no larger than an ordinary traveling grip, walked around the lobby, suitcase in hand. Notes from an opera, stock-market reports, and news of the day soon started to come from a slit in the valise. It mystified everyone until explained.

Newspaper men argue that if conditions such as this prevail generally, it will have a serious effect on their circulations. If circulation drops, of course, they begin to see their advertising patronage also fall off.

Throwing some light on the situation, M. P. Rice, manager of the General Electric company's station at Schenectady, N. Y., recently discussed radio at length in the New York Globe. Mr. Rice is an authority on radio. His opinions reflect reliable information. He said:

"The telephone has not supplanted the telegraph, and radio is not likely to supplant either. It is already in general use for transoceanic communication, and this application will be extended, but radio will not under present conditions supersede the telegraph or telephone, for obvious reasons. Broadcasting the morning order for groceries or a chat with an intimate friend might be more entertaining than practicable.

"The great publicity field for radio is the broadcasting of information or entertainment designed to reach large numbers. If the matter is of universal interest and importance it would be radiated from a few suitably located stations of great power. Matter of more local interest would be broadcasted from less powerful stations, which would be installed at suitable intervals throughout the land.

"National news would be broadcasted from the few powerful stations, and local news from the numerous local stations. The President of the United States might address the entire population from a high-powered central station; the Governor of the State of New York might address the people of the State through a local station. The message in either case would reach instantly localities not reached by telephone, telegraph, post-office, or newspaper.

"The distribution of music and other forms of entertainment and the broadcasting of educational and religious programs will undoubtedly develop along similar lines.

"Ten thousand individuals could probably not be found who would be willing to read consecutively every page of the same newspaper or magazine, and it is not reasonable to suppose that the radio audience will all want the same program at the same time. Therefore, an assortment of wave-lengths will be provided—one for market and weather reports, one for financial reports, and others for local news, for advertising, for concert music, for dancing, for educational programs, for church services, and for theatrical productions.

"Radio will exert a powerful influence on the press, the pulpit, the schools, and the theater, but it will not supplant them. Public taste will be educated, and it will be more critical. It will demand higher standards. There will be a beneficial evolution of press, pulpit, school and theater, in which the inferior and the mediocre will be eliminated.

"Radio broadcasting carries with it responsibility. It is to be hoped and expected that the power to say something loud enough to be heard by thousands will give rise to a desire to say something worth while, and to say it well."

Questionnaires sent out by radio to amateurs as well as users of high power instruments to determine what pleased the users most, elicited the information that music came first. Compilation of the replies received showed that at least 90% favored music above everything else; next in importance was news, and church matters ran a close third.

Broadcasting stations are now giving the news of the markets to farmers, important news of the day, and entertainment of a diversified nature.

With all this activity it cannot be said that any appreciable effect is noticeable on the newspaper industry. While it might be argued the farmer and newspaper reading public generally, through radio, have access to all the information desired, or what they are particularly interested in, it follows—and this is borne out by investigations that have been made—that the folks using radio are using the apparatus in the same manner in which the newspaper head serves the reader. He has access, by radio, to "message reports" on what he particularly is interested in, yet when the weekly paper comes to hand he is found to be just as much interested in perusing its columns as ever he was. He is interested ingetting things more in detail.

The writer's observation is that it would be foolhardiness to attempt to quash a thing that has become

so popular as radio. There is no logic in any attempt to suppress its growth. On the other hand, if news and information on radio activity is carried in the newspaper, it is more logical to believe that the newspaper will grow in popularity and prestige rather than to suffer.

There will be a growing need also for the improvement of newspapers along all lines—news, make-up, typography, editorials and features. It stands to reason that if a farmer can secure the information he is seeking by radio, he will not be interested in his local paper if it is a wishy-washy affair. From front to back the newspaper that leaves the country office must be scrutinized through larger vision than ever before. This condition, in the end, will have its salutary effect, since it will impel the publisher to yield strict attention to many details of his publication which he has perhaps been inclined to neglect or pass by lightly heretofore.

No one need fear that the newspaper business is going to suffer because of any encroachment by radio. Any force for good is its own recommendation. Where a publisher has been earnestly and conscientiously publishing the newspaper that serves his community well and good, he can hope to continue his prosperity just so long as he continues this service.

Reducing the Cost of Production

Factors Tending to Keep Down and Regulate Expense Are All Written Around the Maintenance of a Cost System That Tells Facts and Produces Results

Address delivered before Nebraska Press Association by MILTON COX, *the Public Mirror, Arapahoe, Nebraska*

IN the printing trade probably no suggestions are as quickly taken up as those which pertain to lowering costs. Each of us is trying to widen the interval between cost and selling price, in which, of course, lies our profits. Since the recent deflation of business, the demand for lower selling prices has become very strong. Some of us have acceded readily. Others are holding out in an effort to determine how it can be done and still maintain present standards. Business laws state that cost should serve as a basis for fixing selling prices. In the scramble for business today we find selling prices fixed by the market and competition. To continue in business there must be an interval between the cost and the selling price. Selling prices are now fixed by foreign influences and we must attempt to shorten the cost figures in order to leave the desired margin.

To reduce costs we must necessarily have to make an analysis of "cost" as the printer knows it. We take it for granted that each man keeps a fairly complete record of his business expenditures. These should be in such form that they can be easily separated and apportioned to the subdivisions of the cost analysis.

MATERIAL FIRST FACTOR

First it will be best to take up the factor of material costs. While material is not as big a part of the cost here as in some lines, it is worthy of first consideration. Cost reduction by saving of material involves the consideration of quantity, quality and waste.

In regard to quantity, we may say that most of us make purchases in small quantities and in varied qualities.

This necessarily calls for a higher price.

Through the great paper markets, it is now possible to standardize our stocks. By that I mean to choose a limited number of brands of various qualities and buy them in quantities. It is true that this entails a larger capital outlay, yet a few minutes' figuring will show that quantity purchases in a limited number will be cheaper to maintain than a variety like a dime store.

There are other elements of economy—a smaller number of brands will not leave the ream-ends and waste that we incur from handling a widely varied line of papers. Unfortunately we have no remnant counters. Successive handling will either make this stock a complete loss or force us to maintain the varied stock at higher prices.

The advantage of taking cash discount of 2% for 10 days or 30 days, as some of the more liberal supply houses allow, has been a stranger to printers until the day of the "lil black book". The saving effected by the discounts will do a great deal in widening the interval between cost and selling prices. Few of us would turn down a gilt-edge investment of 24% a year, if we have the money. Yet that is what many are doing through passing up discounts.

The recent standardization of stock sizes and weights is something which should be studied by every printer who does not already understand it. Each man knows pretty well his particular line of work. He can center his buying on a limited number of sizes and weights. The price advantage to the customer using sizes which carry no waste should serve to standardize job sizes and reduce waste to a minimum.

Another little item, while probably not a material cost, can be utilized as a credit to offset material costs. The reworking of all waste materials can be made to pay well. Creative selling can be used advantageously and all scrap stock and trimmings can be sold at a good price. This is a class of work which does not compete with the regular lines and will not materially lessen the buying power of the customer.

PLANT AND EQUIPMENT

The second and most problematic factor of production costs is that of labor. This is an element which is hard to control. No two plants can register the same statistics regarding the production of labor. It is seldom that one plant can maintain an equal standard of production with the same personnel. The human element makes it extremely difficult to arrive at any real cost of labor. By strict methods in other departments and through good foremen and proprietors, labor production costs can be approximated enough to know whether the worker is worthy of his wage or whether special inducements must be made to increase his efficiency.

In combating costs in the labor division I believe it best to take up the matter through raising the efficiency of plant arrangement and labor-saving machinery. Few plants are arranged with the view of aiding labor by mapping out the sequence of processes. This has been done in industrial plants. Owing to the similarity of character in all printing plants, the plan can be

used to a decided advantage. This arrangement or re-arrangement, as we might suggest, would permit a natural flow of work through the shop. It lessens confusion and delay. Consequently it will be combating one of the fundamental causes of high production costs. Labor responds to well-arranged equipment like a squeaky wagon to axle grease.

Some years ago the printing trade witnessed a revolution of the industry by the introduction of the composing machine. It had its enemies, and bitter ones, too. Yet it has proven its worth. Today we are presented with equal opportunities for increasing production and lowering costs. These are in the form of automatic job presses, cylinder press feeders, flat-bed web presses, multiple magazine linotypes, folders, etc.

We must view these more recent inventions with the hope of their solving some of our labor problems. We know that some printers outside of the larger cities are getting by in good shape with these machines. Here is an opportunity to reduce costs through saving of labor but the gain in the unit cost must be weighed against the first cost of the machine and the interest on the same. Due regard must be given to the maximum quantity to be produced during the life of the machine and the probability of its becoming obsolete. A good example of this point is the Unitype—once the printer's friend but gone into the discard within the past five years.

Much has been written lately about standardizing the sizes and measures of letter-heads and business forms of all kinds. Since the adoption of standard paper sizes, this is possible. It should be encouraged. A good saving in the set-up time, material, and, in many instances, of presswork, can thus be effected. This need not be a national movement. It can easily be made so by local study and application.

A good foreman is a Godsend to a printing office. If he is an organizer and can route work through the office without lost motion, raise his wages. Keep him, He's going to lower costs faster than anyone. Nonproductive hours are the most deadly enemy of profits. If your foreman can't or won't do this and you must reduce costs, here is a good place to start. Then jerk off your coat and do it yourself. A little study along this line will do good. Better still, if the foreman will study it with you with the aim of reducing costs—not salaries—you will find less nonchargeable hours on the time tickets. Here is the barometer for increased profits.

Expense of Operation

The third element of cost is known as expense. Expense canot be regarded like labor and material with reference to particular jobs. Its origin and method of operation are much more obscure and its usefulness or uselessness is much more difficult to visualize. In approaching the matter of expense reduction, it may be well to consider certain of its characteristics. To most of us expense is something essentially baneful, something to be gotten rid of, if possible. Yet blind cutting of expense may be a harmful procedure. Most of us will resist strenuously any attempt to add to current expense. One reason for this, probably, is the manner in which many expense items are incurred. Careless use or distribution of supplies, a foreman's simple wish for more help, or even the visit of the income tax man will make us swear to cut down our expenses and swear still more in the process.

The immediate danger of the expense account devouring the profits, makes us suspicious of any increase in expense. We may hold out even to the extent of standing in the way of what would be a decided gain financially. Keeping in mind these considerations, it appears that intelligent expense reduction will involve—

1. Analysis of source of expense.
2. Investigation of need and usefulness of expense.
3. Setting of limits to prevent undue increase of expense.

The sources of expense can be easily found in your records. If you use a cost system of any kind, these can be divided in a manner which will show totals per department for comparison. The common and necessary sources of expense are rent, light and heat, power, insurance and taxes, interest and depreciation, advertising, etc. By arranging them in a visible form we can study them from month to month with a view of reducing them, or at least preventing their growth.

The investigation of the usefulness of expense is a job for a diplomat. Most of our executive powers are called into play here By this analysis the specific sources of expense are known. The second process is one of deciding which are beneficial to operation and which can be dispensed with. Your aims and ambitions must be considered here. If you are a subscriber to a matrix service which is a proven business getter, you would be foolish to discontinue it and thereby reduce your service to the customer. If the Franklin Price List raised another five-spot, it would be bad business to tell R. T. Porte to "go to," and forget the other benefits from it.

In the case of something new coming into use or practibility, such as the wireless telegraph or telephone, we might think it over from many angles before turning it over to a competitor or to another line of business that would derive advertising as well as benefits from it.

By this time we should be sufficiently posted to be able to keep the expense account within defined limits. We have our items of current expense down and so arranged as to tell just what they demand. We are in a fair way to tell which items are worthy and profitable to retain on the list. We recognize the need for buying oil for machines to offset depreciation and repairs. Thus, we know what items are vital to progress and prosperity and what items are non-producers and can be stricken from the list. It will be well to establish a budget for expense. If the budget is not large enough to include a cost system or provision for keeping monthly records for comparison, you will do well to increase it by that much. It's true, keeping records is a lot of trouble. Fortunately, this grows less troublesome with age and familiarity and is, in this respect, in a class by itself.

The problem of lowering costs of production in the print shop resolves itself into gathering data on your own business and improving methods of purchasing and production. The demand for lower printing prices is becoming greater. It is a very natural circumstance. I am not saying that printing prices are too high—that is not true. But this is a day when the price is asked before the order is given. The market and competition are shortening profits. As set forth, the more knowledge we have of our business and the more we use it, the greater success we will have as proprietors and we will not be out of harmony with other lines of business in the great economic readjustment. Ben Franklin's saying is better emphasized today than at any previous time: *"Keep Thy Shop and Thy Shop Will Keep Thee."*

The Fresno, (Calif.) Bee a McClatchy newspaper will issue its first number August 1. A $100,000 plant is in process of construction to house the new paper.

Henry B. and Elizabeth Hough have acquired the Martha's Vineyard Herald, Oak Bluff's (Mass.) The paper has been merged with the Vineyard Gazette which the Houghs publish at Edgerton.

Editors of all the Scripps papers spent three days in Washington recently discussing problems in connection with the new eastern ventures. The News, new Washington Scripps paper is said to have made a marked success since it was launched last Fall. This was the first Scripps paper issued with tabloid and editorial features.

SCHOOLS OF PRINTING

Vocational School and the Printing Industry

By Layton S. Hawkins
Director of Department of Education

From the standpoint of training apprentices the printing industry has been committing "Industrial suicide." The survey made by the United Typothetæ of America in 1920 showed that the ratio of apprentices to journeyman was 1 to 10. By departments it was composing room 1 to 8, pressroom 1 to 15, and bindery 1 to 9.

The employing printers are alive to this situation. Education was the keynote of their convention in Toronto last October. From beginning to end the topic most frequently discussed in lobbies and corridors, as well as in convention meetings, was education. Nor did the convention stop with talk. Resolutions were adopted and even the Constitution amended to permit the full realization of the plans offered by the Committee on Education. Further than this, local Typothetæ Associations everywhere are actively engaged in inaugurating plans to train apprentices.

The policy of the International Association of Employing Printers (The United Typothetæ of America) is to unceasingly urge a thorough system of education in and for the printing trades. Whenever the Public Vocational Schools can and will help, their assistance will be cordially welcomed. Yes, more than this—since large sums of state and federal money are now available for the support of Vocational Education it is expected that the Public Schools will give such instruction as will directly function in industry. The printers have a right to demand that where such money is spent for the support of printing departments the instruction shall function in the printing industry. On the other hand, the real vocational department of printing has a right to expect active and intelligent co-operation from employers, foremen and journeymen. It is my purpose then to discuss briefly some of the factors that will make for successful co-operation between the public Vocational School and the printing industry. This will be in three types of schools.

(1) The day industrial school offering a two-year course in printing to persons 14 to 16 years of age cannot and should not be expected to furnish to the trade completely trained printers. Such a school can and should give an all-round course of pre-apprentice instruction which will offer the persons completing it advantageous entrance into the industry.

(2) The part-time school should offer from four to eight hours a week of trade extension instruction to appretencies during their four or five years of apprenticeship. During this period practical instruction in shop work should be given in the plants where these persons are employed. Coordinators should syncronize the school instruction and the shop experience. Apprentices should be indentured and the shop instruction given by individual employers subjected to as close scrutiny and criticism as is the school work. The apprentice is supposed to receive part of his pay in the Saturday envelope and part in being taught the trade. Shorting him in either is dishonest. No apprentice system or plan of industrial training can be successful without the active interest of the employer. Employers will have to sell the idea to their foreman and journeymen. In other words, teacher, employer, foreman and journeyman are all involved in a practical plan of apprentice training.

(3) The evening school should offer short unit courses for any and all branches of the printing trades. Employers, superintendents and foremen should encourage attendance upon such instruction. The schools should see to it that instructors for this service are recognized experts in the special lines which they are to teach.

Both the Public Vocational Schools and the printing industry need to consider carefully the question of whether or not the Vocational School has a definite employment obective and is giving a training which reaches this objective. In other words, does the boy who completes the Vocational course make a better showing in the industry than the boy who does not complete such a course?

It is very important that a clean-cut distinction be made between the manual training and pre-vocational training of the Public Schools and the bona fide Vocational School. It is quite clear that great confusion exists in the minds of many educators as to the aim and scope of the instruction being given in the printing department. Not infrequently they appear to think that manual training, pre-vocational training and vocational training are not clearly defined and they may shade into each other or be blended in a single effort. There is also a strong tendency on the part of instructors to develop or try to develop all manual and pre-vocational work into vocational work. Whatever else may be said of the Federal Vocational Education Act, it has at least provided a standard by which vocational schools may be measured. It is my opinion that few, if any, schools which fail to meet the standards set up by the Federal and State Boards for Vocational Education are carrying on any instruction that could be called vocational.

A careful study of the defects of school departments of printing show that they fall for the most part into seven rather distinct classes:

(1) Lack of clear definition of aim and of strict adherence to the aim as defined.
(2) Insufficient or ill chosen equipment.
(3) Incompetent instruction.
(4) Unbusinesslike methods.
(5) Low standard of production.
(6) An attempt to make the printing department self-supporting at the expense of the instruction offered.
(7) Lack of relation in industry.

These defects appear mostly in the manual training and pre-vocational schools. As a consequence of these defects there is a deepening distrust on the part of the trade of all efforts to teach printing in the public schools. Boys present themselves to employers saying they have studied printing in a certain school. Since the manual training and pre-vocational schools far outnumber the vocational schools, the chances are that the boy has had a little printing in a manual training or a pre-vocational school. Clearly, printing instruction vitiated by the defects enumerated above is worse than useless.

The existing conditions should be ended. Printers should insist upon the aim of the work being clearly defined, or the work abolished. Printers and Vocational Educators should join hands in an attempt to either make printing departments of the schools function and function properly, or else get out of business.

The Printing School Situation

Investigation covering a large list of schools of printing in the United States demonstrates that the school year just closing has been one of unusual interest. At practically every school the enrollment has been up to capacity provided for by the equipment. The reason generally assigned for the increased enrollment is a growing tendency of young men to equip themselves with a trade. Besides, the opportunities afforded for taking up printing in schools has been much enhanced by reason of a printing department being established in most vocational schools. Then, too, composing machines have been purchased quite freely in the past year by established schools operating printing departments, and of course the industry holds forth attractions to the young man, much more so than just the opportunity of learning how to set type by hand.

Generally, it is found that instructors in these schools are capable men. There are quite a few instances, however, where the teaching corps is not at all fitted for the task to be accomplished. In some cases the instructors who are teaching in the composing machine class have very little knowledge of the machine itself and are less than average operators. Some are found who are not in any sense thoroughgoing craftsmen in the sense that they have a wide knowledge of the printing business. Of course, the fabric of education breaks down when such is the case. Too often, boards of education are not by membership made up of printers, and therefore are misled in employing teachers in their printing classes.

Through the standardized course of printing fostered by the U. T. A., and the co-operation of the national and local typothetæ with local school boards, the future should be promising for success in the schools of printing, if pressure is brought to bear to make education uniform, which is the intention of the standardized course.

In addition to state, city and private schools of printing, composing machine concerns are supporting schools of their own in various sections of the country, where instruction is usually given free to employees of purchasers of these machines. Many students, and successful ones, have graduated from these schools. Too often, however, employers are inclined to be too critical in judging of the merits of graduates of schools of printing. They seem to have the mistaken idea that if a young man is a graduate of a recognized school of printing he should be a master craftsman. Nothing is farther from human possibility. When a young man comes from a school he can be said to have merely the fundamentals of printing or composing machine operation. It then devolves upon the employer to lend his kindly interest and further the young man's education, using his knowledge of the business as a foundation and building the structure of craftsmanship on that basis. It requires patience, forbearance, and a kindly, helpful interest to round out a finished workman. Unless the employer manifests this interest much that can be accomplished will be lost.

The school of printing is here to stay. Its scope will be gradually extended, and its usefulness will increase through the application of the Hughes vocational school act, by which the federal government is lending substantial aid to vocational training, and there is no reason why there should be a city anywhere in the United States that does not teach printing in its vocational schools.

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Empire State School Opens at Ithaca

June 8 marked the opening of the New York state school of printing at Ithaca. Thirty-five representatives of daily newspapers, members of the New York State Publishers association, attended the opening. Frank E. Gannett of Utica, president of the association presided.

School quarters are situated in a large building a short distance from the business section. Every modern appliance and machine known to the industry has been collected to form the school equipment. Ross W. Kellogg, dean of the school, is well qualified through his experience as a publisher to head the school.

Layton S. Hawkins, educational director U. T. A., in an address to those attending said:

"In establishing the Empire State School of Printing, the New York State Publishers association is making a very splendid contribution to education in the printing and publishing field. Statistics gathered by two government agencies show that if the printers and publishers of the country continue the present inadequate system of training for the trade, the printer as a craftsman will be practically extinct in another 25 years."

Mr. Hawkins said that the printing industry of the country is now aroused to the condition in the trade and that the Empire State School of Printing in Ithaca is one of the pioneer institutions of the country which will do something to improve conditions.

"With present day working conditions," said Mr. Hawkins, "it is almost impossible to give a boy sufficient training in a printing plant or a newspaper composing room. I am convinced that the schools will render the greatest service by giving boys the groundwork of the trade during a six months' course while they are apprenticed. The Empire State School of Printing and other similar organizations will be made a specific part of a new apprenticeship to meet modern conditions."

The meeting of the New York State Publishers' association held at Ithaca was attended by representatives of about 30 newspapers of the state. A morning session was held at the School of Printing. The reports of committees and officers of the association were received at the morning session. The publishers made an inspection of the school. Resolutions were passed complimenting the committee which was intrusted with the work of organizing the school, for the work which it has accomplished.

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Empire Linotype School

The Empire, one of the oldest linotype schools in the country, recently installed additional equipment, the plant now consisting of 23 composing machines and every modern appliance used in the composition industry. For some time day and night sessions have been held. The attendance and the success of this school denotes a healthy interest among young men seeking to acquire a thorough knowledge of composition machines.

Book Reviews

Pundits and Paragraphers Speak

"Some for renown, on scraps of learning dote,
And think they grow immortal as they quote."

So says the cynical Edward Young. But whether or not we utilize the sayings of other men for such a hypocritical purpose, "by necessity, by proclivity, and by delight, we all quote" says Emerson.

Thus by culling two selections from the vast store of material in the tenth edition of Bartlett's Familiar Quotations (Little, Brown, & Co. $4.50) to fit the introduction to this book note we have hit upon at least a satisfactory if not particularly striking "lead".

Bartlett's Familiar Quotations has long been the standard desk volume of newspaper workers who have use for the application of classical sayings. Through its many editions the editors have striven to continue exercising the impeccable judgment of John Bartlett as evidenced in his first volume. Now, in its tenth printing, edited by Nathan Haskell Dole, the main body of the original compilation, up to the beginning of the ninteenth century, has been left practically unchanged; the chief purpose of the revision being to incorporate in the work quotations from those writers whose place in literature has been achieved since the issue of the ninth edition in 1891.

Besides the generous number of older authors represented, (nearly one thousand) the book has been greatly enriched by selections from Poe, Whittier, Longfellow, Emerson, Whitman, and other famous American *literateurs* filling out extensively the original selections from these writers.

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Broad Treatment of Engraving Process

Beginning his "Process Engraving" (MacMillan, New York) with an introductory chapter which traces the evolution of modern engraving from its crude inception in the form of woodcuts before the invention of movable types, to the very latest formulas, equipment, and methods of working employed in the modern engraving plant, and concluding with a carefully worked out syllabus of the workings of the process, Edward S. Pilsworth has written a concise yet comprehensive exposition of everything connected with process engraving.

The book is practical enough to suit the most exacting of foremen, yet so pleasantly written as to make it good stuff for the layman. Not only does it explain in simple language the workings of the photographic processes and the business of plate finishing, but it also incorporates proven formulas for sensitive plate collodion, silver baths, and acid proportions.

The last chapter, especially, should prove interesting and helpful to the general reader. It exemplifies the various processes in the making of line engravings, half tone photography, stripping, etching, and printing, and shows how the different effects such as block outs, vignettes, and highlight half tones are gotten.

Advertising Convention a Big Success

Thousands Attend World Congress and Transact Much Business in Active Week at Milwaukee Gathering Advertising Receives New Impetus

ONE of the most successful and active of annual meetings ever held was enjoyed by thousands of advertising men and women during the convention of Associated Advertising Clubs of the World held in Milwaukee, Wis., during the week of June 12. From every state and several foreign countries came representatives of advertising in its several branches, both to work and to be entertained.

Regarding the latter activity, nothing was left undone by the metropolis of Wisconsin in making the visit of the delegates one long to be remembered. A sum of more than seventy-five thousand dollars was spent in entertainment and every moment in which the visitors were not engaged in the business sessions in the immense municipal Auditorium was given over to sight-seeing, dinners, vaudeville, a big motor-boat regatta, dances, and numerous other features of entertainment provided freely and fully.

BUSINESS SESSIONS INTERESTING

A spirit of real business and accomplishment marked the sessions. Perhaps the most significant note in the proceedings was the decision emphasized that advertising men and women must take an active part in the restoration of world prosperity and peace. This point was marked in all of the meetings and formed the theme of many of the splendid addresses which were made.

Louis E. Holland, of Kansas City, was elected president over Bennett Chapple, of Middletown at the closing session of the meet. The vote was made unanimous on Mr. Chapple's motion. Jesse H. Neal, of New York, executive secretary of the Associated Business Papers, Inc., was unanimously elected secretary-treasurer. Charles Henry Mackintosh, of Chicago, retiring president, was not a candidate for re-election.

Resolutions were adopted as follows:

Endorsing the Audit Bureau of Circulations and the work it is doing for truthful circulation statements as carrying out the ideal of the A. A. C. W.

Authorizing the appointment of four field secretaries, as was recommended by President Mackintosh in his annual report, to spend their time in organizing new clubs and aiding clubs already affiliated with the A. A. C. W. to do further constructive work in making advertising play the part expected of it in the new world business conditions.

Approving the present commission method of paying advertising agencies for the work they are doing for newspapers on the ground that it has proven sound and needs no change.

Endorsing the standards of newspaper merchandising practice as approved by the National Association of Newspaper Executives, the American Association of Advertising Agencies and non-A. A. A. agencies doing business with N. A. N. E. members.

Condemning the splitting by agencies of differentials allowed them by publishers in payment for services rendered and stating it is the views of the A. A. C. W. that the practice should not be permitted to continue.

Louis E. Holland
President A. A. C. W.
Owner of the Holland Engraving Co., Kansas City, Mo. "Ahead with Holland for the good of the Associated Clubs," the war-cry of his boosting committee presages the vim and energy he will put into the work.

Thanking Milwaukee for the great services it has rendered the cause of advertising in its perfect conduct of the local details of the A. A. C. W. convention.

Urging that all clubs affiliated with the A. A. C. W. make the birthday anniversaries of Benjamin Franklin the occasion of due celebration, not as a holiday but as a club function, especially the 200th anniversary of his entering the newspaper publishing business, which happens in 1923.

Endorsing the invitation of the American Legion for members of the A. A. C. W. to attend its annual convention in New Orleans in October.

Placing the mantle of the "ideal convention" city on Milwaukee.

The convention endorsed the invitation presented by Sir Charles F. Higham to hold the 1924 meeting in London, England, and will place this endorsement in the hands of the 1923 convention with recommendation for approval. Chicago pledged itself to send 100 delegates to London.

Sir Charles thanked the convention for the many courtesies extended to him, declared that the endorsement of the London convention in 1924 was the climax of his career and the happiest moment of his life. He said London would start work tomorrow on the arrangements. One of the delegates extracted a promise from Sir Charles that he wouldn't let England go dry until after the convention is over.

New vice presidents elected are:

District No. 1—Frank A. Black, Boston, representing Maine, New Hampshire, Vermont, Massachussets, Rhode Island and Connecticut.

District No. 3—F. X. Wholley, Washington, D. C., representing Maryland, District of Columbia, Virginia and West Virginia.

District No. 5—Lynn W. Ellis, Cleveland, representing Kentucky, Ohio and Michigan.

District No. 7—Robert Etter, Pinebluff, Ark., representing Missouri, Kansas, Oklahoma and Arkansas.

District No. 9—Joseph Landford, Davenport, Ia., representing Iowa and Nebraska.

District No. 11—Harwood H. Faucett, Colorado Springs, Colo., representing Colorado, Utah, Idaho and Wyoming.

District No. 13—William P. Strandborg, Portland, Ore., representing Washington, Oregon and Alaska.

District No. 15—H. S. Van Scoyoc, Montreal, Canada, representing Canada.

These men will hold office for two years. The nominations for even numbered district vice-presidents will be held at next year's convention.

Due to the resignation of Frank Lowenstein of Atlanta, David W. Webb, also of that city, was elected vice-president in District 4.

Atlantic City was named for the 1923 convention of the Associated Advertising Clubs of the World and London was boosted for the 1924 meeting.

The trophy for the most constructive advertising work done by women's clubs in the past year was awarded to the Toledo Women's Club. The New York club received honorable mention and the Baltimore club was commended.

Newspaper Well Represented

Newspapers, large and small and covering all parts of the country, were well represented and much work was done in the matter of the problems of the press.

A joint committee of the American Association of Advertising Agencies and the N. A. N. E. will be named immediately to investigate the subject of national and local rates, and the reasons why there should or should not be a higher rate charged by newspapers on national business, the report to be presented to the 1923 meeting of the N. A. N. E. at Atlantic City.

Agencies that are not members of the American Association of Advertising Agencies endorsed the N. A. N. E. standard of merchandising practice, which has been operative between A. A. A. A. members and the N. A. N. E. for the past two years.

The N. A. N. E. placed itself unqualifiedly on record as opposed to the splitting of differentials allowed to advertis-

ing agencies by newspapers for services rendered.

Opposition was recorded to any attempt to revoke or change the present Federal law, requiring that daily newspapers file semi-annual circulation statements with the post office.

The N. A. N. E. opposed also the guaranteeing of circulation by any newspaper in any form of contract.

What is considered a still more important matter is the granting of the right to membership in the N. A. N. E. to weekly newspapers and to foreign language newspapers.

Thanks were tendered Milwaukee for the hospitality shown by the city and its citizens to the A. A. C. W. delegates.

A vote of thanks was given James Wright Brown and EDITOR & PUBLISHER for the assistance rendered the N. A. N. E. in the use of its pages during the past two years.

A. L. Shuman, of the Fort Worth (Tex.) Star-Telegram, was unanimously re-

Photos Courtesy Editor and Publisher
H. A. Gwaltney
President of the Classified Section

elected president. Harvey R. Young, of the Columbus (Ohio) Dispatch, was elected general vice-president by acclamation. Directors for the coming year are: George Preston, Cincinnati Enquirer; Joseph W. Simpson, Philadelphia Bulletin; Harry R. Watts, Des Moines Register and Tribune; H. W. Roberts, Cleveland Plain Dealer; and Frank E. Tripp, Elmira (N. Y.) Star-Gazette.

Appointment of vice-presidents will be made by President Shuman later.

The following appointments were immediately announced by the president: Secretary-treasurer, Ralph W. Perry, Fort Worth, Tex.

Members of the National Commission —Frank Webb, Baltimore News; Frank Carroll, Indianapolis News; George M. Burbach, St. Louis Post-Dispatch.

Committee on Agency Relations—Charlie Miller, Atlanta Georgian & American; H. W. Roberts, Cleveland Plain Dealer; W. McK. Barbour, Minneapolis Tribune.

Special Committee to Work with American Association of Advertising Agencies —Joseph Simpson, Philadelphia Bulletin; Harry R. Watts, Des Moines Register.

Some Convention Highlights

Advertisers and the Newspaper

"Here's a great thing to remember. For years and years so-called advertising managers have asked favors of newspapers on the strength of their advertising. They have entered the newspaper office with copy in one hand and some miserable publicity scheme in the other. They have tried to wield the commercial axe over the head of the editor. Which does not affect the editor—I believe they are utterly callous

Photos Courtesy Editor and Publisher
A. L. Shuman
President Newspaper Executives

Close accord between dailies and agents, a co-operative spirit fostered by Mr. Shuman during his first term, will be intensified through his re-election. Mr. Shuman makes things hum down in Texas on the Fort Worth Star-Telegram, where he has endeared himself to his associates and to Fort Worth citizens generally.

when it comes to the scrutiny of news —but it has hurt the advertiser. So now, when you and I approach the editor, we have got to do it with the full knowledge that our advertising bill with that paper is a barrier which must be overcome by the compelling interest of the news we present. We can get into the news columns in spite of the fact that we are advertisers—if we claim nothing *because* we are advertisers."—*Miss Julia C. Coburn, Advertising Manager, LaSalle & Koch Co., Toledo, Ohio.*

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Merchandizing Service

"Newspapers should erect a monument to the fellow who first thought of the Merchandising Service Department for newspapers, and at the same time they should jail all the fellows who think that freakish stunts should come under the classification of Merchandising Service," said E. E. Hardwick, advertising manager, Wichita, Kansas, Eagle, at the Newspaper Executive session.

"Many newspaper advertising campaigns fall down regardless of the facts that the newspaper really has a circulation that completely covers the territory. In most every instance it will be found that the retailer was not sold on the value of the advertising to his business, and as a result did not give his co-operation. Newspaper advertising cannot be successful without the co-operation of the dealer," he added, continuing:

"We want to work with the advertising agencies and the advertisers and want them to work with us, because we realize we must assist them in educating the retailer if we expect to have our publication produce results."

Bringing Country Patrons to Town

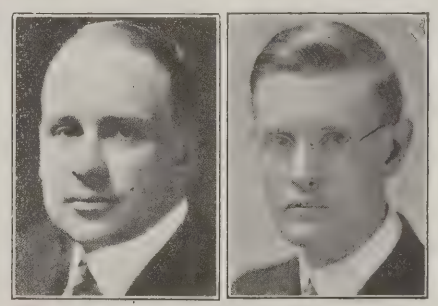
J. W. Pierce of the Clinton (Ind.) Advertising Club, told his audience that through following the Neosho Plan of special sales days and methods for bringing country patronage into town, local retail business had been noticeably increased, merchants were highly pleased over the character of the business developed, and that the name and good reputation of Clinton as a buying center had become widely known throughout adjacent territory.

Newspapers That Wield Power

Telling newspaper advertising men how deeply the manufacturer appreciated merchandising co-operation in extending their markets, C. C. Loveless of the Wahl Co., Chicago, said their first concern was nevertheless "for newspapers which wield a positive power over their readers. The newspaper that constantly strives to *educate its readers to the merits of advertising* and of articles advertised in its columns is the one who is best serving the interests of the advertiser.

Dealing in Markets

"Newspapers everywhere are awakening to the fact that advertisers and their



Photos Courtesy Editor and Publisher
C. L. Perkins — Executive Secretary Classified Ad Association
G. N. Gunderson — Secretary-Treasurer Association

agents are constantly dealing in markets, and that they are wearied by a solicitation that takes up their time in an attempt to show why morning papers are better than evening papers or why one paper is superior to another paper. But let the advertising salesman make his solicitation from the standpoint of winning his market and he gets instant attention," said T. M. Darlington, national advertising manager of the San Antonio (Tex.) Express and Evening News.

Photos Courtesy Editor and Publisher
R. W. Perry — Secretary-Treasurer National Association Newspaper Executives
H. R. Young — Vice-President

Circulation Men Gather in Session

Active Business and Helpful Discussions Mark Big Convention of I. C. M. A. in Which J. J. Lynch is Made President for Coming Year

CIRCULATION, that important phase of publishing, was the prime topic under consideration at Indianapolis during the week of June 12, when the largest assemblage of circulation men ever met at an annual session gathered at the convention of the International Circulation Managers Association. Not alone were more of the "regulars" present, but one hundred and seventeen new members were recorded, bringing the membership up to nearly 600.

It was evident that all were present for the transaction of real business, for, from the time that a welcome was extended by O. D. Isles, president of the Chamber of Commerce, Hilton U. Brown, general manager of the Indianapolis News, B. F. Lawrence of the Star and Harold Hall of the Times, until the close of the meetings, the time was given over to business, with brief pauses for meals.

Every topic of interest to the circulation department was thoroughly reviewed in the meetings while particular discussion was made of sales price changes and their effect, transportation costs on newspapers, postage rates, express and baggage charges and the development of new territory through modern delivery facilities.

Talks on Radio

Radio in its relation to the circulation of newspapers became a well-handled topic of interest as presented by Lee A. White of the Detroit News, one of the first of broadcasting newspapers.

Mr. White discussed the importance of radio, which, although not as yet properly operated and controlled, would be improved and through further invention and legislation would soon prove a most practical and limitless instrument for education and commerce. He pointed that the full significance of radio to circulation will be realized beyond the present expectations of anyone.

John N. Eisenlord of the Chicago American, read a report on the subject of transportation rates and was appointed as a committee of one to present the views of the convention to the Baggage Masters' Association meeting in Minneapolis.

The position of the publisher in relation to express rates was presented. These rates were criticized as unfair, it being shown that companies charge an average of 89 cents per hundred weight for merchandise and $1 per hundred weight for newspapers, while expense of delivery to trains is borne by the publishers and no compensation is made for loss or damage. This condition and the irregularity of baggage rates were to receive action toward regulation. Harry Kloeckner of the Cincinnati Enquirer presented a convincing table of comparative costs to prove claims of excessive express company rates.

A splendid talk on the development of new territory was given by Royal W. Weiler of the Allentown (Pa.) Call.

Photo Courtesy Editor and Publisher

J. J. Lynch
President I. C. M. A.

From a debut, at 10 years of age, as a carrier for the Cleveland Press, "Jack" Lynch forged ahead to the post of circulation manager. He believes in the newsboys, and because he was one of them he has always been successful with them.

James Sullivan of the New York Daily News spoke on the delivery of independent organizations as contrasted with joint delivery of morning papers as now conducted.

Other practical talks were given by R. L. McLean of the Philadelphia Bulletin who urged the development of better business methods in circulating newspapers. C. D. O'Rourke of the Dayton Morning Journal, who talked of the use of the automobile and motor bus in delivery over wide areas; James McKernan of the New York World who discussed delivery methods and circulation analysis and President Lincoln who summed up the work of officers and committees.

Photo Courtesy Editor and Publisher

M. W. Florer
1st Vice-President

R. S. Weir
2d Vice-President

An interesting fact was presented that price reductions did not benefit circulation. It was shown that no appreciable increases in circulation resulted when papers were reduced from three cents to prewar prices and no claims could be made of gains through the restoration of the return privilege.

It was reported that no complaints or protests against the A. B. C. were filed during the year, thus showing a tendency toward co-operation between newspaper members and the A. B. C. organization.

New Officers Elected.

J. J. Lynch, assistant business manager of the Cleveland Press, was elected president for the coming year. For the past year he has been vice-president of the I. C. M. A. Mr. Lynch has been in charge of circulation on the Press since 1901. He has spent the greater part of his life in newspaper work, having been a newspaper boy for the Press at the age of ten years. By continuous promotion he has risen to his present position.

M. W. Florer of the Dallas (Tex.) News and Journal was elected first vice-president and Robert S. Weir, circulation manager of the Syracuse (N. Y.) Journal was elected second vice-president. New directors are T. V. Armstrong of the Ottawa Citizen and the Ottawa Journal; Paul Sargent of the Baltimore News and American, Charles Chaffee, Aurora Beacon-News, and Roy Hatton of the Detroit Free Press. Muskoka Lakes, Ont., was selected as the convention city for 1923.

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Greater New York Circulation Managers

For the fifteenth time in fifteen years, members of the Circulation Managers' association of greater New York and the vicinity held its summer outing in the Catskill mountains June 2. Sixty members and their families were in attendance. The meeting was an outing pure and simple wholly devoid of business matters.

After breakfast at the Maxwell House, Saugerties, automobiles conveyed the members on a tour of the Catskills that included Saugerties, Quarryville, Palenville, the Kaaterskill Canyon, Haines Falls, Tanersville, Elks Park, the New York police sanitarium at Platte, Clove, and a view of the Plaaterkill Canyon.

Luncheon at Haines Falls proved to be an elaborate dinner.

The party reached the foot of the mountain, after the return through the Kaaterskill Canyon, which was opened up to travel this season after being closed for thirteen years. After a journey through Kiskatom to Catskill, the starting place for the Rip Van Winkle trail, the party reached the Mohican trail, leading from Catskill through Leeds, Cairo, Acra, East Windham, Windham, Ashland and Prattsville, where it reaches the Rip Van Winkle trail and continues to Stamford, in the Western Catskills.

New Process Reclaims Old Newspapers

Forest Products Laboratory Tests Result in Successful Process Employing Bentonite for De-Inking and Re-Manufacturing Paper Refuse

By Sidney D. Wells

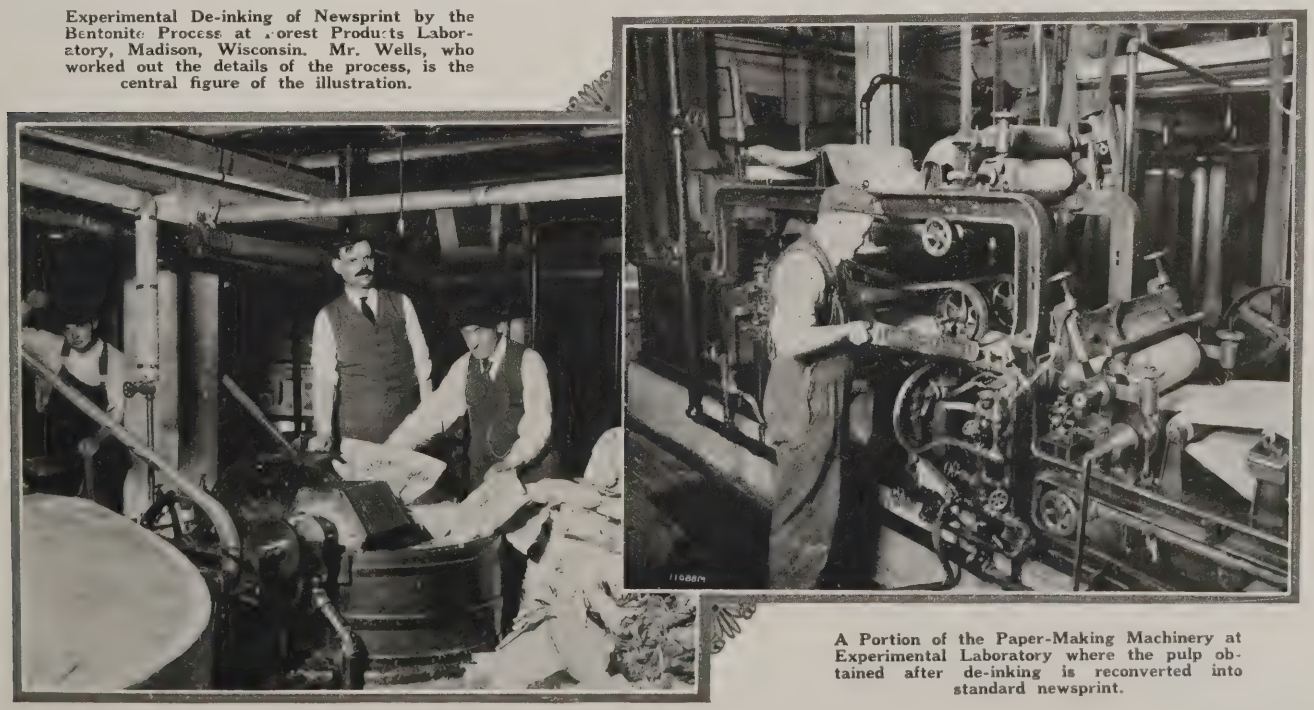
Engineer in Forest Products, University of Wisconsin.

THE use of old paper stock for the manufacture of paper is very old and we find mention of a process by George Balthasar Illy in Denmark as early as 1695. In 1765 Dr. Jacob Christian Schaffer mentions its use in his "Papier Verscuhen." In 1775 Professor Klaproth of the University of Gottingen suggests the use of turpentine and clay for the purpose. In 1794 during the French Revolution, Citizen Masson, a woman, ran an establishment for the conversion of old papers into new. In 1801 Matthias Koops established the Neckinger Mill at Bermondsey, England, to de-ink printed papers and make new paper therefrom, using dilute alkali to dissolve the varnish in the ink, clay to act as a carrier, and washing to remove the carbon black, bleaching with chlorine followed to brighten the stock. Henry E. Rogers is first mentioned to use old papers in the manufacture of paper in the United States in a mill near Hartford, Connecticut in 1849. During the last 15 years, however, interest in the subject seems to have been unusually active and a great number of patents have been taken out suggesting the use of alkalies, soap, margaric acid and oleic acid in conjunction with alkalies, whiting, clay, talc, ground soapstone, earthy matter, etc.

In general, they consist of the solution of the varnish with some alkaline compound such as caustic soda, soda ash, or sodium soaps to liberate the carbon black and the holding of the particles of carbon in colloidal suspension by preventing agglomeration with the use of peptizing agents such as soaps, silicic acid, aluminum hydroxide, vegetable jellies and clay, talc, whiting, etc. containing traces or small quantities of colfoidal matter. In the case of clays and talc, what value they posses as a protective colloid is due to the fact that their smallest particles are peptized by the alkalies, especially if digested at high temperatures. Only papers free from ground wood can withstand such alkalinity and temperatures commonly used, as it is well known that ground wood cannot withstand such treatment without discoloration and attempts to completely de-ink newspapers have as a rule not met with success.

Early in 1921, the Forest Products Laboratory, Madison, Wis., undertook a series of comparative tests, at the expense of the Paper De-Inking company, to determine the efficiency of a process patented by them which proposed using bentonite as the peptizing agent or protective colloid in conjunction with alkalies in comparison with other methods proposed. The result of the work showed such marked improvements in the process by the use of bentonite, especially when applied to newsprint, that it seemed desirable to publish them and discuss so far as possible the principles involved.

Bentonite is defined by the United States geological survey as a transported, stratified, volcanic ash that has been altered shortly after disposition. It is very fine grained and had the property of swelling in contact with water to several times its original volume into a jelly-like mass which on further dilution forms colloidal solutions which will remain in suspension indefinitely in mixtures as dilute as one part of bentonite to fifty parts of water. Like any natural product, different deposits differ considerably, and the finest grained or most colloidal that have come to the writer's notice occur in Wyoming, although samples from many



Experimental De-inking of Newsprint by the Bentonite Process at Forest Products Laboratory, Madison, Wisconsin. Mr. Wells, who worked out the details of the process, is the central figure of the illustration.

A Portion of the Paper-Making Machinery at Experimental Laboratory where the pulp obtained after de-inking is reconverted into standard newsprint.

TABLE I.

Run No.	Old Papers Used	Quality of paper	Paper charged air dry weight	Chemicals: Soda ash	Chemicals: Clay Used	Chemicals: Quantity	Chemicals: Sulphuric acid	Temperature during maceration	Washing Machine: Charging and macerating	Washing Machine: Washing	Color of finished sheet
			Lbs.	Lbs.		Lbs.	c.c.	C	Min.	Min.	
1	Wisconsin State Journal	News	25	2.00	Bentonite	2.00	100	55	10	65	Fair
2	Wisconsin State Journal	News	25	1.25	Bentonite	2.00	100	57	15	67	Fair
3	Wisconsin State Journal	News	25	1.65	Bentonite	2.13	100	55	15	75	†Bright
4	Wisconsin State Journal	News	25	2.50	E'gl'h China clay	2.50	100	55	20	75	Dull
5	Wisconsin State Journal	News	25	2.50	Fullers earth	2.50	100	55	15	60	Dull
6	Ladies Home Journal	‡Book	25	2.50	Bentonite	2.50	100	61	15	60	Bright
7	Ladies Home Journal	Book	25	2.50	Bentonite	3.75	100	69	25	90	Bright
8	Miscellaneous Weeklies	Book	32	2.50	Bentonite	3.75	100	65	20	70	Bright
9	Chicago Tribune	News	25	1.62	Bentonite	2.12	75	55	12	60	Bright
10	Ladies Home Journal, Saturday Evening Post, Pictorial Review, Cosmopolitan, American and Hearst	Book	25	2.50	Bentonite	3.75	75	65	15	90	Bright
11	London Times & Manchester Guardian†	News	25	1.62	Bentonite	2.12	70	57	10	55	Bright
12	Wisconsin State Journal	News	30	2.00		...	76	55	12	60	Dull
13	Wisconsin State Journal	News	30	1.45	*Wilkinite	2.55	75	62	12	60	Bright
14	Wisconsin State Journal	News	30	1.45	Wilkinite	2.55	75	62	12	60	Bright
15	Wisconsin State Journal	News	30	2.00	Borax	2.00	70	62	12	60	Dull
16	Wisconsin State Journal	News	30	2.00	Ivory Soap	2.00	70	62	12	60	Dull
17	Technical Notes	Writing	30	1.45	Bentonite	2.55	70	65	12	60	Bright

Details of Several Experimental Runs, From Various Grades of Paper, Using Different Clays.

† Color of sheets indicated as "bright" were as bright as original. Book runs were bleached and rewashed as shown in Table II.
* A very colloidal Bentonite.

deposits in that state proved to be low in colloidal content. Samples freshly taken from the quarries are of a greenish yellow color but on exposure to the air become light cream. Numerous chemical analyses have been reported and considerable variation exists in samples from various sources. It is a mineral akin to kaolin although generally yielding on analysis more silica, less alumina, and more magnesia, and has been found to be an excellent filler for paper. It is its physical properties, however, that renders it of most value in de-inking paper, and of these, fineness is of most importance.

In de-inking printed paper, and especially newspaper, it is comparatively easy to loosen the carbon black by dissolving the varnish of the printing ink by means of alkalies such as sodium carbonate or caustic soda, using as little as 40 pounds of sodium carbonate per ton of paper and temperatures as low as 120 degrees Fahrenheit. Such treatment will not injure ground wood pulp and if the carbon black could be completely washed out after liberation a satisfactory material would be obtained. Unfortunately the fibres of the paper stock serve as a very effective filter in immeshing the particles of carbon and there are no means of washing in common use that will permit their complete removal without excessive losses of pulp or expenditures of time, power, and water that are prohibitive. In fact a point seems to be reached beyond which it is impossible to remove the remaining traces of ink. With bentonite, however, we have a substance that will pass through ordinary filters and with its enormous surface, on account of the extreme fineness of its particles, will carry the carbon black along with it.

LABORATORY TESTS

In making the comparative tests referred to, the semi-commercial apparatus available at Madison were used. The methods pursued were as follows:

Charging the Washer

The 25-pound Hollander beater was half filled with water and heated by blowing steam to a temperature of between 50° and 75° C. while from 1.5 to 2.5 pounds of soda ash were added and allowed to dissolve. From 2 to 3¾ pounds of ground bentonite were slowly added and beaten into colloidal solution by the action of the beater roll. If the foaming was excessive about ¼ pint of kerosene was either added to the beater or poured over the old papers, weighed out for the charge which amounted to from 25 to 37 pounds of printed newspapers or periodicals. The paper was then added to the beater with the beater roll raised from the bed plate and water was slowly added until the beater was completely charged. Steam was then blown in to raise the temperature to between 50° and 75° C, and the papers macerated from 10 to 20 minutes.

Washing the Stock

The drum washer was then lowered and washing commenced. When it had proceeded far enough to materially reduce the apparent quantity of ink present 10 per cent of sulphite pulp, based on the weight of the old papers charged, was added to give the desired strength and facilitate the completion of the washing by rendering the stock more open. The speed of washing seemed to be directly proportional to the rate of the removal of water by the washer and anything that increased it increased the rate of washing correspondingly. When the washing had proceeded to the point where the waste water became free from ink, about 100 c.c. of sulphuric acid were added to neutralize any alkali remaining and brightening the color of the stock. The washing was continued about 10 minutes when the washer was raised and sizing added to give the type of paper desired. In the case of news the stock was simply tinted and alum added. With the book paper runs, 15 per cent of clay and 1.5 per cent of rosin size were added. The furnish

was run over the Fourndrinier paper machine into machine finished paper of the same type as that from which it was made.

YIELD AND WATER MEASUREMENTS

The laboratory runs seemed to indicate that either used news, book, or bond paper could be satisfactorily washed with the help of bentonite and used in making the same type of paper. Yield determinations on several runs indicated an average loss of from 9 to 10 per cent. The average time for washing the news runs was one hour. Measurements on the water used indicated a rate of 3.5 gallons per minute during the washing period. The details of the several runs are given in Table I.

MILL TRIALS

In view of the success obtained on a laboratory scale, in using bentonite for reclaiming used printed paper, O. L. E. Weber, general manager of the Watab Paper company, Sartell, Minn., was interested in trying the process in his mill and a series of runs were made in June, 1921.

ARRANGEMENT OF CONVERSION PLANT

Sortings: The conversion plant at the Watab Paper Company was located in a three story concrete and brick building of excellent construction in which there was no perceptible vibration. On the top floor was the sorting department which was only used in these runs to remove straw board and metal and fill trucks with loads of from 600 to 1300 pounds each of old news.

Cookings At one end of the second floor were two cast iron beaters of 3000 pounds rated capacity provided with sheet iron covers and vent pipes and known in the mill as cookers. Steam connections were also provided in the sides for the admission of steam to heat the contents of the beater to boiling and hold them at that point. The bars on the beater rolls were spaced about five inches apart and since there were no bed plates, the bars merely served as paddles to circulate the stock and gently macerate it. The cookers emptied into a concrete chest on the first floor from which the stock was pumped to a decker beside the cookers. The liquor from the decker was returned to the cookers and the stock was washed from the decker, with water into a second concrete chest. By use of the decker approximately half of soda ash and one third of the bentonite was returned to the cooler making possible a corresponding reduction in the amounts of the two needed.

TABLE II.

Bleaching Conditions for Book Paper Runs

Run No.	Bleach Used	Bleaching time	
		Bleaching	Washing
	Pounds	Minutes	Minutes
6	0.4	5	40
7	0.3	5	35
8	0.5	30	30
10	0.3	5	25

Washings: From the second concrete chest the stock was pumped to any one of the four 2 000 pounds Jones washers equipped with four drum washers each. The drum washers on one of these, washer No. 4, were covered with a special nickel alloy wire, 80 mesh, through which it was possible to remove 146 gallons of water per minute while with each set of four drum washers on the other washing engines which were covered with a corduroy type of copper wire only 60 gallons per minute could be removed. The rate of washing was proportional to the rate of the removal of water and in the case of Washer No. 4, it was found possible to thoroughly wash in one hour, while the other three washers took from two and one-half to three hours. After washing dilute sulphuric acid was added in the proportion of 13½ pounds per ton of old papers. A considerable brightening of the color was effected and the stock was dumped into a third stuff chest.

Screenings: The stock was screened on flat diaphragm screens and run over a thickener or decker into a fourth stuff chest from where it was run through a Jordan and over wet machines into laps of pulp which were weighed and tested for moisture in order to determine the yield.. The proportion of chemical and bentonite used in the tests were as follows:

In the first series of runs consisting of 10 cookers of old newspaper stock thirty thousand pounds of paper were used from which the following lots of pulp were obtained:

	Lbs.
68,765 lbs. testing 28.5 per cent bone dry	19,598
14,025 lbs. testing 29.5 per cent bone dry	4,137
1,665 lbs. broken laps testing 29.5 per cent bone dry	491
Bone dry weight of pulp	24,226

Bone dry weight of paper used = 30,000 × .90 = 27,000 lbs. Yield 90 per cent.

Tests to determine the volumes of wash water and the fibre, clay and ink in the same were made on runs 14 and 15 in washers 4 and 3 respectively. Results of the tests showed that the loss of fibre in the washer was only between 2½ and 3½ per cent.

Since a yield of only 90 per cent was obtained the remainder of the 10 per cent lost must have occurred at the wet machines or in the cooker. From experience with the solubility of ground wood papers in water and dilute alkali a loss of between 1½ and 3 per cent would be expected in the cookers and the wet machines seems to be responsible for about half of the total loss. By using the stock directly from the washers much of this would be avoided and a considerable saving effected.

CONTINUOUS OPERATION AT THE WATAB PAPER COMPANY

As a result of the test in July arrangements were made for continuous operation on old news. The necessary supply of old newspapers, bentonite, and soda ash were accumulated and in November, 1921, operations were commenced. It was at first attempted to obtain an output of 40 tons of deinked pulp per day. It was found, however, that the color of the stock was too dull for the grades of paper being made and the output was reduced to 30 tons per day to give more time in the washers. At this rate it was found necessary to give close attention to the washing and, with the desire to keep the washers in rotation, stock insufficiently washed would occasionally be dropped. After running several months it became evident that the power consumption needed was more than it should be for the output and the quality of the washing was too uncertain. A new type of washer seemed necessary that would wash the stock without the necessity of beating the stock more than was necessary for defibering the paper.

SLOPING SCREEN WASHER

In order to obtain the maximum washing with the least handling of the stock a sloping frame 10 feet wide and 24 feet long was constructed with a slope of approximately one foot in five. Over this was stretched a discarded Fourdrinier wire and under the frame was built a wooden tank divided by a partition midway between the ends. Above the screen was hung a grid of showers spaced 36 inches apart and suplied with water from a main, which was closed by a blind flange halfway from the ends. Fresh water was supplied to the lower showers and caught in the half of the tank below after passing through the stock. A centrifugal pump pumped the water from the tank to the upper showers. After passing through the stock on the upper portion of the screen it was caught in the other half of the tank below, from where it was pumped to the Jones washers. The showers were directed at the stock at an angle of about 30° to the surface of the wire and the grid it was given a reciprocating motion of 36 inches so that the stock was moved down the screen by the force of the showers and at the same time thoroughly washed. On the return stroke the showers merely added water and violently turned the stock over and over. The old papers were passed from the cookers to the Jones washers, as usual, and from the stuff chest below the washers pumped to a flow box at the top of the sloping screen washer which distributed it over its entire width. The fresh water from the lower showers washed the stock already almost completely washed and was then passed through the upper showers to wash the stock as it came from the Jones washers. After being used twice it is still only slightly discolored and was used a third time in the Jones washers. The results obtained were surprising. It was evident that the stock was completely de-inked. It must be borne in mind, however, that the papers used were made from furnishes that were colored blue white, as is customary, and since the dye is not removed the washed stock was blue white and not light yellow, like ground wood. For this reason proper adjustments should be made in using it and less dye was used than is customary when using ground wood. The effectiveness of the washing is shown by the clay present in the washed pulp.

The removal of the ink with bentonite is furthermore much faster than with either china clay of Fullers earth.

In tinting ground wood furnishes to give the customary white demanded by the trade a certain darkening of the color occurs. The test of 60½ per cent white on paper run at the mill, using 80 per cent deinked stock and 20 per cent sulphite, compares very favorably and indicates that for all practical pur-

poses a satisfactory news sheet can be obtained.

During the trial at the Watab Paper Company since last November, something over 1500 tons of old newspaper stock has been deinked, using bentonite as the carrying agent. Slight changes were made from time to time and the proportion of chemicals finally used were as follows:

Old newspaper stock	2500 lbs.
Bentonite	200 lbs.
Soda ash	40 lbs.
Hydrated Lime	25 lbs.

With the sloping screen washer it was found possible to omit the use of sulphuric acid since the last traces of alkali were removed and with its elimination the yellowing caused by the alkali disappeared. With slight modifications in the washer the capacity of 40 tons of deinked stock is possible and changes in the arrangement of the plant with an increase in the width of the washer of five feet would make possible an output of fifty tons daily.

The possibilities of a process for the recovery of old newspaper stock such as had been described are apparent to any one familiar with the paper industry. When the price paid for old paper stimulated collection it is reported that about 25,000 tons per month were collected in Chicago, of which 40 per cent was news. During the same period Cleveland is reported to have handled approximately 350 tons per day, of which 150 tons was news. In our large metropolitan centers probably 2,500 tons per day were collected which would furnish a very considerable portion of our daily consumption of approximately 7,000 tons of newsprint. The source is furthermore at the place of consumption and the saving in freight is a very important item. The color requirements of the publishers at the present time are very severe and any process that does not thoroughly remove the ink cannot be successful. While considerable difficulty was encountered in meeting these requirements in the trials herein described the results obtained as the process has been finally worked out seem to justify our belief that they can be met.

The Association and the Individual

The question is often asked by members of press associations and other organizations of the allied crafts, "What do I get out of the association?" "What does it benefit me to take part in organization work?" "How do I profit?"

The basis and foundation of any organization is not "how much each individual member can get out of it," so much as what he can put into it. This in a nutshell, is a reason whey there is a laxity of interest in organization work. Too often members are dominated by individual interests that prompt them to overlook the big things in organization work.

The real thought through which good emanates from association and organization work is, "What do I put into it?" Going further and analyzing this thought we might summarize the following as outstanding features that make for the success of any organization through the individual efforts that each member puts forth:

1. How do I apply the things that I hear at association meetings?

2. Do I attend every meeting and do my share on each committee, and if I am an officer do I put forth every consistent effort to do the office and the association justice?

3. Do I bring to the association meetings concrete suggestions that may be used by others to their benefit?

4. Do I go home after each meeting criticising methods used; belittle the efforts of the program committee; quibble about paying dues?

There are many other things that might be pointed out that either weave or break down the fabric of organization work. But no one who has entered enthusiastically and with spirit into association activities can deny that he has benefitted in a large way because of his membership.

No man should belong to an organization unless he can feel that his heart and constructive efforts are in it, not from selfish motives but for the interest, betterment, and ennoblement of the industry.

Put and Take

"Put and take" in terms of living
Is no kin to gambling when
"Put" means just the cheerful giving
Of your aid to fellow men.
PUT into the hands of others
Business lessons you have learned,
TAKE then from your helpful brothers
Only aid which you have earned.
We all have one destination,
Common goals we seek to make;
Greatest is the compensation,
If we PUT more than we TAKE.

Responsibility is Individual

"No chain is stronger than its weakest link," says Walter Penhallow, of Milwaukee, "and no organization is any better than its individual members. There is no virtue in organization per se. Organization is only a means to an end—only an aid to accomplishment. No organization can possibly succeed in accomplishing its aims and purposes without the co-operation of its members, and it will succeed in exact proportion as its individual members co-operate with its purposes and aims, and support its standards by their every-day practices in business. Responsibility is individual, it rests upon every member—you and you and YOU—to think and work for the betterment of the organization, and just as much today as when it was started. Co-operate with it, and support it to the limit of your time and ability in every good work it undertakes, for in doing so you are taking the best measure possible to insure the prosperity of your own business. Because responsibility is individual, one individual member of an organization who does not live up, in his every-day practices, to the standard of conduct in business set up by his organization, can do more to tear the organization down and rip it apart, than any six or sixty of its members can overcome and repair. No organization is immune to the damage that insidious 'boring from within' of this kind will do to it. Think this over! By your every-day business practices are you reflecting credit upon yourself, your business, and your organization?"

MACHINE COMPOSITION

Trimming Knives Again

In the May issue we published a hint on the proper care of trimming-knives on composing machines. As proof of the fact that this department is eagerly perused by our readers, we publish verbatim a letter received, which is self-explanatory.

"In the issue of your paper of May 1922, page 30 under the heading of Machine Composition, we read an article entitled 'Trimming Knives and Keeping Them True'.

"After reading the same we were to put it mildly simply flabbergasted and would like to know where the Sam Hill your expert gets his wisdom or expertness from?

"He says 'Knives that require grinding should be sent to the manufacturers, they know what to do with them and have the proper tools'.

"Holy suffering Cats and jumping Rattlesnakes, Solomon in all his wisdom is still among us. If we have a 'Henrietta' we will have to send it to Henry Ford to be repaired or a 'Pierce Arrow' will have to go to the Pierce Arrow factory.

"We have been grinding Knives for nearly all the large and small Linotype Plants in Chicago for the past ten years and never had a kick, we use the same Brown & Sharp No. 2 Surface Grinder that all the factories do, we employ just as good toolmakers as any shop does, the writer was head machinist for 8 years with the Mergenthaler Linotype Co.'s Chicago Branch. We are members of the Printing House Craftsmen of Chicago, our name is on your subscription list, but please remove it as soon as possible."

(Name and address furnished upon request.)

We are always glad to learn of proficiency and expertness among the craft. It goes without saying, however, that hiding one's light under a bushel will never create a beaten path to one's door. Advertise, brother, advertise. Tell the trade of your wares and your ability, and then we, too, might know there are concerns making a business of grinding knives as good as the companies who manufacture the machines.

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End Squirts

A correspondent from Illinois has encountered a lot of difficulty through end squirts, and seeks a remedy. Invariably end squirts are caused by the first elevator being set too high. This binds the matrices so tightly against the mold that the adjustification levers cannot force the space bands high enough to space the line out its full width because the resistance is too great. The remedy comes through readjusting the set-screw in the top of the first elevator so that when the latter has risen to its highest point while in the process of casting, it is possible to place a thin space of any 8-point matrice between the bottom of the set-screw and the first elevator vise cap.

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Oiling once a week is sufficient. An overoiled composing machine is the friend of a slovenly workman. Neither will do good work.

READERS are invited to send us suggestions for the care and operation of composing machines. Interchange of ideas will be beneficial to all. "Share your knowledge," should not be overlooked in the aim for a higher order of craftmanship.

Queries concerning care and operation of composing machines will also be answered. Do not hesitate to write your problems. Where a query seems urgent, immediate reply will be made by letter. Write us freely, and write often.

Linotype Hints

Electric metal pots should have the metal always at the proper level. If heating units become uncovered the purpose and proper working of the thermometer control is defeated. Keep the pot full.

When changing machines also follow one set routine. Change everything in order: Magazine, assembler, mold, ejector blade. This done, it becomes habit, and in operating composing machines it's a good habit to tie to.

If magnetic pole on electric pot control "hangs on" when it should be released, the contact points should be polished with fine emery cloth. Corrosion or oxidation will hold the magnetic pole, continuing to supply heat when it should be thrown off.

Backsquirts are sometimes attributable to poor compression of the pot lever spring. If the mouthpiece and mold are lined up true, note the compression on the spring when pot is locked against the mold. If too little, turn back on both set screws. Too much compression is not advisable.

End squirts on 30-em lines are caused, more often than not, by first elevator rising too high while in casting position, binding the lugs of the matrices so tightly the spacebands cannot be driven up properly. This may be remedied by testing the adjustment. Space between set screw at top of first elevator, and top of vise frame should correspond to thickness of a thin dime when first elevator is at highest stroke while casting.

Wrong fonts will never creep into a magazine if the operator: (1) compares matrices he picks off the floor with a mat of the face he is using; (2) keeps mats off the keyboard tray; (3) keeps font distinguisher working; (4) runs in all matrices before changing magazines; (5) keeps mats out of the distributor pan; (6) returns side sorts to their proper place when through with them. Mats may be readily classified if markings are understood. Each composing machine concern has its own method of marking. Every operator should become acquainted with the system, and then profit from this knowledge.

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Automatic Feeders

Owing to the lateness of arrival of data from several manufacturers of composing machine automatic metal feeders, we are deferring publication of this feature until our August issue. This was necessary because of our desire to make this review complete, and to include every automatic feeding device in the market.

Split or Divided Magazines

Many machine offices have occasion to use 12, 14 and 18 point in large quantities, yet they hesitate to purchase the matrices and the necessary magazines because of the expense involved. Experience has demonstrated that the divided or split magazine is an easy solution to this problem.

Fonts of matrices sufficiently large for all practical purposes can be purchased for about half the price of full fonts. Magazines of the divided or split kind are very much less in price than full length magazines. There is a wrongful impression that these magazines can only be used on machines designed for them. This is not the case. All that is necessary is to cut the proper slots in the magazine frames on line-casting composing machines adapted to standard model magazines, and the divided or split magazine will readily be accomodated. Of course, where machines are not equipped with the late two- and three-pitch distributor screws it would not be advisable to run fonts of matrices smaller than 12 point because on straight-away composition it would interfere with the production.

✲

Matrices Skipping Usual Location

It oftentimes happens that matrices on slug-casting composing machines pass by their regular positions in distribution. This is occasioned by (1) a burr or rough place at the particular point on the distrubutor bar; (2) new combinations (almost imperceptible) wearing themselves onto the blank teeth on the matrices, which in most cases is enough to retain the matrix on the distributor bar and carry it by its usual position; (3) a bent channel entrance partition, which permits a matrix to strike, in falling, on top of the partition, falling over flat and being carried across the distributor by succeeding matrices; (4) worn combinations, which permit the lower part of the matrix to drag along the distributor and drop at a false position, also to be carried across the distributor. Worn combinations can be swaged out; new combinations forming on blanks should be dressed off; channel entrance partitions should be kept straight, and the distributor bar cannot get into a burred condition if it is not tampered with.

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E. J. McCarthy Goes to Kansas City

E. J. McCarthy, the principal owner of Smith-McCarthy Typesetting Company of Chicago has accepted the position of business advisor and counsellor of the Western Envelope Company and of the Smith-Grieves Printing Company of Kansas City.

The Smith-McCarthy business has been turned over to Mr. McCarthy's six sons, under the direction of Hugh Brady, who has long been an important factor in the organization.

Mr. McCarthy is probably as well known, especially in the west, as anyone connected with the printing business. The well-wishes of a host of friends go with him in his new and larger activities.

Goss Motor-Driven Steam Table

A distinct departure in steam table construction is apparent in the number 48 H motor-driven steam table developed by the Goss Printing Press company.

In appearance, the new steam table departs radically in construction from former styles in that the overhead which usually characterized steam tables has been entirely removed. The result is a pleasing piece of equipment from every viewpoint.

A standard type electric motor supplies the power necessary for raising the platen up and down; an independent motor equipment being required for the operation of each unit. Each unit consists of two tables with apron. The platen on this table is made in two sections, with a series of powerful compression springs interposed between the two parts of the platen. Power is supplied to the upper half of the platen and on its downward movement the springs are compressed as the lower half of the platen comes in contact with the form. A "follow-up" pressure of 30,000 pounds to the form is in this manner exerted all during the drying process.

When the operating handle is moved downward, the platen moves downward until the maximum pressure is exerted, when the motor is automatically stopped and the handle automatically returned to starting position. When the matrix is dried, another downward movement of the operating handle raises the platen, which is again automatically stopped. Power is therefore consumed only for the short period that the platen is being raised or lowered.

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Correct Use of Bond Papers

"The Correct Use of Bond Papers for Business Purposes," is the title of a book recently issued by the American Writing Paper company, and distributed to the trade generally. The book is thumb-indexed for handy reference, which feature makes it very valuable as a paper guide to the printer, since it permits him to place his finger almost immediately on any particular subject he is looking for.

The book goes into complete detail regarding business papers, their uses and abuses. It is perhaps the most comprehensive and helpful paper dictionary ever issued.

Without any other motive than to serve the printing fraternity, the American Writing Paper company has placed in the hands of printers generally, valuable works of this kind. Such service cannot be looked upon in any sense as selfish, since it is too broad in its scope and too costly ever to be recompensed in dollars and cents.

✠

Enthusiastic Convert.

Dr. James Melvin Lee, head of the Department of Journalism in New York University, said during the course of an after-dinner speech: "The average person, as well as the average nation, is blind to its own faults. An American woman, a leader of the S. P. C. A. was soliciting subscriptions for the animals' cause in Madrid: 'Will you subscribe, sir?' she asked a Spanish grandee.

"'I'll do better than that, madam,' said the grandee graciously. 'I'll get up a bull-fight for your society's benefit.'"—*The Argonaut (San Francisco.)*

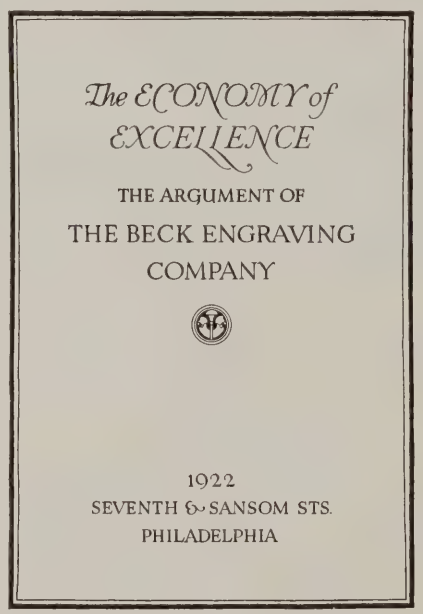
Trade Notes

A Better Stereotyping Machine

An improved Sterotyping machine has just been put on the market by C. E. Callendar & Co., Chicago. It is especially adapted for casting flat plates of all kinds from mats. It is furnished with a gasoline system where gas is not available.

This system has the latest and most efficient type of burners. Hand adjusting screws which are connected with the rear platen may be quickly and easily adjusted for gauges of different thickness or for making mats. The melting pot is an integral part of the machine and so placed that simply tipping it forward allows the metal to pour into the casting box. Ease of operation is here apparent as no casting is required. The pot holds enough metal for many casts.

✠



Well-balanced title page of a catalogue announcement of the Beck Engraving Company, Philadelphia and New York. The book is a splendid piece of work. It is an exposition of the Beck establishments in Philadelphia and New York, giving glimpses of all its departments. In addition to its large engraving business the Beck company operates a complete printing plant.

✠

Richardson With Linograph

Paul Richardson, who for some time has been connected with the Western Newspaper Union in the St. Louis Branch, has associated himself with the Linograph Company. After spending several weeks in the factory at Davenport, Iowa, Mr. Richardson was appointed sales representative in Ohio. He is a young man with a wide experience as a printer and salesman. In addition, he is very ambitious and his personality and appreciation of service should endear him to the printers and publishers of the Buckeye state.

Seaman Brocade Cover

Following closely on the heels of the issue of its enameled brochure the Seaman Paper Company has delighted the trade with another masterpiece. This time it is a folder giving examples of brocade covers.

Without going into the merits of the texture of brocade covers the thing that is particularly attractive to the trade is that paper manufacturers, and particularly the Seaman Paper Company, is giving minute attention to real craftmanship in the production of its literature. Too often paper samples are produced in a manner that does not give the printer a concrete idea of how these things will look after going through the various processes of production. Every feature in connection with Seaman Paper Company publicity has been given minute attention. The typography is particularly impressive, and the color schemes and press work are everything that one would expect in the high class work.

The Seaman Paper company are to be commended for their enterprise and forethought in producing such magnificent publicity.

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Laclede Issues New Catalog

The Laclede Type Foundry of St. Louis has issued a new type specimen book, incorporating some very creditable and meritorious faces. Chief of these is Laclede old style, Caslon antique and Gothics. These are all of original design and cutting.

The Laclede is a new, independent concern, and at present is the only type foundry west of the Mississippi river. They are said to have built up a splendid business. The new type catalog follows in size that of standard catalogs.

In addition to the showing of type faces there is an exposition of the standardized Universal formats for books and other printed matter and for the mill sheets to be used therefore.

Charles H. Schokmiller, formerly connected with the Central, Inland, Keystone and Western Type Founderies is at the head of the Laclede Type Foundry, and his producing personnel is composed of old time, experienced type foundry people.

✠

Intertype Executive Home From Vacation

J. C. Willings, vice-president and in charge of sales for the Intertype corporation, has just returned from a month's vacation in Florida.

Mr. Willings was greatly pleased, and surprised as well, to learn upon his return to his desk in the Brooklyn office of the company that more Intertypes were sold during the month of May than in any previous May in the history of the company; also, more of the machines were shipped from the factory than in the same month a year ago.

Mr. Willings has confined himself quite closely to the affairs of the company in the past two years, so that the short vacation he took in the southland was well earned.

Always on the alert for information that will act as a barometer in business, Mr. Willings investigated conditions in the south quite thoroughly during his absence. He found that the southern states are rapidly returning to normal conditions and that business is going along splendidly.

The Monotype in Japan

The following account is part of a letter to the Philadelphia Ledger, published on June 4th, written by their special correspondent, John R. Morris:

"Japanese newspapers, which accepted American journals as models and developed fabulous circulations overnight, are just beginning to break away from the ancient methods of typesetting by hand. Some of the leading dailies of Nippon's metropolis still are set up entirely by young ladies who flit here and there between long type cases filled with slugs bearing Chinese ideographs and the "chicken track" characters of Japan's phonetic alphabet. Every line must be set in both Chinese characters and the native "kana", for the uneducated are unable to decipher the former, which is read only by the intelligenzia.

'At a minimum the characters with which these young ladies with the nimble fingers must be familiar number well over 4000. That is the principal reason why the invention of anything to compare with the linotype of America was so long delayed. If the inventor of the linotype conceived that remarkable mechanism at the cost of his sanity, what would be the fate of one who attempted to solve the typesetting problem for the Japanese?

"At last, however, it has been done. Japanese monotypes are in operation now in two of the leading newspaper plants of Tokio, and on their keyboards are 4800 characters. Said the inventor of this super-machine in explaining its mysteries: "It's really very simple, you know!"

*

Miller Company Entertains Printing Graduates

On the evening of June 13, the Miller Saw-Trimmer company entertained the 1922 class of printing and instructors, Carnegie Institute of Technology at the Pittsburgh Athletic association. The class, numbering about 40, is the largest, ever registered at Carnegie Tech.

Several of the leading printers of the city, as well as Dr. Hammerschlag, president of the college, were present and made addresses. A feature of the evening was an adress by F. F. Nicola, president of the Miller company, who announced a donation of a second scholarship, one having been previously donated.

The Miller male chorus rendered several pleasing selections and short talks were made by Messrs. H. F. Brayer, President of the class, Ray B. Kellar, Theodore G. Bixler and others.

Indications are next year's class will be larger than the one just finished. The printing course supplied by Carnegie Tech offers a splendid opportunity to students who are ambitious to perfect themselves in the higher branches of the trade.

*

Very Simple

"My dear," said Mrs. Snagge to her husband, "what is a canard?"

"Don't you know what a canard is?" queried Snaggs rather sneeringly. "Why, the word itself conveys its own meaning!"

"Does it? Well, really, I can't see it. What does it mean, dear?"

"Why a canard is something one canardly believe, of course!"

"Oh, to be sure! Why couldn't I think of that."

New Process Two-Color Printing Plates

A new system of making printing plates, known as the Polytone process, permits of finer and more delicate color separations than heretofore possible from black and white copy.

It is said to be the commercially successful method for making a half-tone supplementary color plate perfectly fitted in color value and register to run with an old plate, thereby salvaging old one-color plates into new two-color sets.

Scientific pre-determination of color and a method of checking color values while color plate is in course of production, practically eliminates make-overs.

The system further enables the photography of 10 average color subjects at a time.

The plates are entirely flat etched, therefore every dot has a deep and uniform printing surface.

Polytone is said to be the only system which will clearly and cleanly produce scenic subjects in sharply contrasting warm and cold colors, thereby producing a finer illustration than ever before known in two colors.

Polytone process plates are produced by the Polytone Company, 208 West Kinzie St., Chicago, and Los Angeles, Cal.

*

Sanderco Endless Tape Compound

Sanderco, a new preparation, recently appeared on the market. Sanderco is a patented compound designed to make folding machine and press tapes endless. While it was designed principally for folding machine tapes it has found such instant favor that it is recognized as a valuable accessory on presses. The compound can be used on any kind of cotton, linen or leather tape. The compound is applied to both ends of the tape to be spliced, after the tape has been frayed out at the edges to insure adhesiveness. After the edges are combed out with a special brush the compound is applied to both ends of the tape. The process is said to form a splice that is almost unnoticed and is said to be permanent.

The compound is manufactured by the Endless Tape Compound company, Phipps Power building, Pittsburgh, Pa.

*

U. S. Civil Service Examinations

The United States civil service commission, Washington, has sent out notices of examinations to be held on July 18 for electrotype finishers to fill vacancies in the government printing offices. The rate of pay is 80 cents per hour, and the bonus of $20 a month granted by Congress during the war will apply. Physical ability counts in the examination with 10 points and experience 90 points. The rating will be based upon competitor's sworn statement in their applications and upon corroborative evidence. Blanks must be filed with the civil service commission, Washington, D. C. Blank applications may be secured at any federal building in the United States.

Quick Work for Woonsocket Call

When the *Daily Call* of Woonsocket, Rhode Island, burned to the ground Saturday, June 10, the public was afforded another graphic demonstration of the super-service provided by a leading factor in the industry for publishers in just such emergencies.

At 3:40 P. M. Saturday an order for seven Linotypes for the *Call* was received by the Linotype Company, in Brooklyn, and despite the fact that the workmen had quit for the day, that the next day was Sunday, and that two large orders just before had cleaned out the shipping room floor, the rush order was handled with dispatch.

Emergency calls were issued from the factory, a crew of men and three motor trucks were quickly brought together, and the seven Linotypes started north without delay.

The first truck-load left the factory at 11:30 A. M., Sunday, and the third and last at 3:15 in the afternoon. The three trucks were driven through a terriffic storm and reached Woonsocket the next day. The seven Linotypes consisted of four Model 8's, two Model 14's and a Model 21.

*

Monotype Annual Report Shows Healthy Condition

The net earnings of the Lanston Monotype Machine Company for the fiscal year ending February 28, 1922, were $786,-680.46, a fraction over 13% on the issued capital stock.

This, in view of the country-wide business depression, is very gratifying to officers and stockholders. The financial condition of the company has improved. The cash balance shows an increase of over $300,000.

J. Maury Dove, president of the company, in reviewing the progress made in the last year, is particularly optimistic. Considering the fact that the business of the English corporation came almost to a standstill during the year owing to a complete business stagnation in continental Europe, the record is the more gratifying. Also, during the year just closed, the company practically suspended business in South American countries, owing to great difficulty experienced in collection of accounts.

The company reports that it has no second-hand machines. This in itself is an indication of splendid sales efforts and a healthy demand.

The present year is expected to be a successful one. Everything points to splendid business. Printers generally are buying machinery and equipment, and, what is more, they are paying cash for it.

*

Telephone Book a Minute

A force of 100 clerks is kept busy revising the names and addresses of telephone subscribers in Greater New York. As soon as one directory is finished another is started. The first telephone directory was published 43 years ago. It was printed on a small card that could be carried in the vest pocket and contained the names of 252 subscribers. There were no numbers recorded in those days. One merely gave the operator the name of the person to whom he wished to speak.

Labor Divisions of U. T. A. Receiving Consideration

At a previous meeting of the Detroit Typothetæ held June 5th, a letter was read from the President of the Grand Rapids Typothetæ and a resolution which accompanied it calling for the abolition of the labor divisions of the U. T. A. After a thorough discussion of the Grand Rapids resolution the Typothetæ-Franklin Association of Detroit expressed itself as opposed to the endorsement of the action of the Grand Rapids Typothetæ because of possible embarrassment which its passage might cause the executive committee and council of the U. T. A. in working out a solution of the labor attitude of the international organization. The Typothetæ Association of Detroit further expressed its confidence in the ability of the U. T. A. executive council to work out such a solution in a satisfactory manner. This resolution was adopted by the Typothetæ-Franklin Association by a unanimous vote.

The executive council is considering the advisability of issuing a statement to the membership which will set forth the economic background of the printing industry and of the history of the labor policy of the Typothetæ from the beginning, showing the manner in which the labor divisions have been evolved, with the belief that such a statement setting forth all the facts will give the membership a knowledge of the facts and be a proper basis on which they may reach final judgment on this very important question which is so far-reaching that hasty judgment ought not to be taken.

Boost Engravers' Convention

A splendid poster 25x38 inches in size and printed in two colors has been issued by the Chicago Photo-Engravers Association, advertising the 26th annual convention of the Association at the Pantlind Hotel, Grand Rapids, Michigan, July 20, 21, 22. The spirit of the copy is contained in a portion which is here quoted.

"The Chicago Photo-Engravers Association realizes and appreciates that the welfare of the Photo-Engraving industry depends largely upon the policies and activities of the American Photo-Engravers Association. We have the greatest appreciation, admiration and respect for the officers who have served us faithfully, unselfishly and well. We bespeak the loyal support of all those who may be elected to guide our destinies for the coming year."

Berlin Becoming Soviet Publishing Center

Announcement was made in Berlin the latter part of May that the Russian soviet government is making arrangements to transfer the largest Russian publishing establishment from Moscow to Berlin. This institution is known as the soviet Russian state publishers. Its transplanting will bring the number of Russian publishing houses in Berlin to eighteen.

Soviets declare their reasons for the transfer of the publishing houses are "technical." However, the impression prevailing in Berlin is the latter city is being transformed into a suburb of Moscow. It is also hinted that Germany will, as a result, soon find herself entangled in a network of soviet propaganda as a result of the Rapallo treaty.

Borden at Graphic Arts Exposition

In recognition of Joseph A. Borden's valuable contributions of time, effort and material to the printing and allied industries, the managers of the Graphic Arts Exposition, which will be held in Boston this fall, have voted to donate space in which to portray some of the many constructive achievements of Mr. Borden in behalf of the graphic arts.

This courteous and pleasing action, which may be regarded as one of the most signal tributes ever displayed toward a printer by a printing organization, was felt to be due Mr. Borden in recognition of the invaluable service he has rendered to the printing industry of America. The managers of the exposition feel that while honoring Mr. Borden in this way, they will also do him the additional favor of making it possible for him to continue his service among the large number of printers, who will attend, by affording him an opportunity to demonstrate and explain his present work as director of general service of the American Writing Paper company.

Moreover, Mr. Borden will arrange to display the educational campaign which his department is now conducting. The Ruxton booklet course on "Printed Salesmanship," now creating widespread interest throughout the country, will be exhibited, and charts and other material will be shown to indicate the purpose of the work and the manner in which printers can profit most as a result of it.

It is interesting to note that the Educational Campaign has been widely adopted and is now in progress in practically all the important printing and commercial centers in the country. Mr. Borden has been spending much of his time recently visiting local typothetæs, explaining the purpose of the service.

The campaign is unusual in that it is distinctly unselfish. Its purpose is to provide the printer with stimulating ideas and valuable informative data that will enable him to render greater service to American business.

Plans are being made by the Eagle-A organization to reproduce a complete modern paper mill in miniature.

The company is going to unusual lengths this year to make its exhibition of the greatest possible educational value, and it is expected that many new and important factors will be added to the display which has already been so successfully featured in New York, Chicago, Toronto, Baltimore, and other large cities.

Composition in Craftsmanship

R. A. Jeffreys, foreman of the Times, Mission, Texas, sends us a portfolio containing a comprehensive assortment of printing issued under his direction. Among the lot were menus, folders, letterheads, envelopes, business cards, etc. All of the work shows a painstaking care and application of thought and study. While the population of Mission is but 5,000, and printing as a rule in towns of this size does not assume very elaborate proportions, Mr. Jeffreys nevertheless has produced printing of an order that would do credit to a large organization in a large center of printing.

Instances of this kind demonstrate that interest in anyone's vocation and exercising thoughtfulness will produce splendid results.

Stuart Typographer

In the days of Ben Franklin, when his sign "B. Franklin, Printer," swung in the wind before his printing establishment, nothing denoted what choice printing was to be had within. Yet those of us who are active in the industry today would immediately recognize that sign as a guide to the better grades of printing.

Things do not move so slowly today as in previous years. One's ability usually gets one to the public in short order.

This is the history of the work of Edwin H. Stuart, a graduate of the Carnegie Institute of Technology. He has established himself in Pittsburgh. Mailing pieces and other forms of publicity emanating from Mr. Stuart's establishment stamp him as a master craftsman. In a recent booklet Mr. Stuart stated that style applied to good typography depends on:

1. Intelligent interpretation of the advertising appeal, and an understanding of the purpose of the advertiser.
2. Appropriate Type-Selection.
3. Effective Design and Decoration.
4. Attractive Illustrations and forceful Display-Headings.
5. Balanced type-masses; pleasing Tone and Color Harmony.
6. Painstaking Composition and Spacing.

The Poor Pied Printer

An Oakland printer collided with a street car in that city and got all "pied up." They lugged him to the hospital, where the doc picked three-em slivers, two-point wedges of glass and four or five sticks of ground-up bone from his anatomy, and then attempted to send him out as a regular edition with a scarehead attached. It was no go. He was "off his feet," and the surgeons say he won't be fit for distribution until he is "sorted," as he didn't create a good impression when they pressed as to the cause of the accident. The printer is disappointed, as the galley intended to marry rules that she can't stick to him for any longer period in his present makeup, and the printer swears he will kill her off on sight. But the girl is composing herself by the thought that she will continue to choose the males just as long as men of the type she is after will letter.—San Francisco Chronicle.

Machinery Concern Publishes Unique Paper

The American Carbonic Machinery Co., of Wisconsin Rapids, Wisconsin, manufacturers of the Carbonic Safety System of Refrigeration and Ice Making Machinery, are the originators of a unique advertising scheme.

The company has recently published the first number of the Carbonic Safety System News, a standard seven column newspaper made up of stories of accidents, in many cases, fatal, which resulted from the use of ammonia in ice making and refrigerating. The stories were collected thru a clipping bureau and are from all parts of the country. One of the chief merits of the Carbonic system of refrigeration is that the use of the dangerous ammonia is eliminated.

The paper will be mailed to hotels, office buildings, ice cream manufacturers and all users of refrigerating machinery in the United States and in many foreign countries.

NEWSPAPER BUILDING

Making Up the Pages of a Newspaper

Quality of News and Editorial Matter Judged by Physical Appearance, and More Often the Progressiveness of a City is Gauged by the Newspaper It Supports

By CARL E. ROTH, *Editor, North Side Citizen, Chicago.*

MAKEUP is to a newspaper what clothes are to a man. If "clothes make the man" then "makeup makes the newspaper." While character is the acid test for both man and newspaper, the physical appearance of each probably has a more far reaching effect upon the careers of each than has character, great as that is. If this is true, and I, for one am well persuaded that it is, then it will be a great day for newspaperdom when newspapers in general pay a just tax in time and intelligent treatment to their physical appearance. At present, very few newspapers pay much of a tax to physical appearance.

Just as a human being can be presented so as to attract or repel, so it is with a newspaper. Some newspapers by their bright, clean, legible, well-placed ads and news matter, literally coax you to pick them up and read them, while others, by their cluttered, disorderly, illegible appearance, make you feel as though you do not want to touch them—they are altogether so unlovely. And you instinctively judge the quality of the news and editorial matter by the physical appearance of a paper, although the news and editorial quality of some papers because of unattractive makeup, are frightfully misrepresented.

I like to feel that the makeup should arrest the attention, the headlines arouse the curiosity and the news matter hold the interest of the reader.

The most important news and ads should be put in the fore part of a paper. Remember, we are a busy people, living fast, and few of us have time to read through any newspaper. Then, too, we become tired and sleepy.

The publisher must deliver advertising that pays, so placing of ads should receive careful attention. We usually see to it that every display ad is alongside reading matter. Transient display ads should be placed at the top of pages where they will be seen.

Transient ads that pull make converts and friends. Ads that quote prices for a limited time should also get favored space. Remember at all times, that the advertiser must get results. Above all, don't forget your steady customer. Some papers pyramid the displays ads up right hand side of the page, and this is good-looking if the ads are all big ones. If they are small ads, to pyramid them means to smother them.

When we begin to lay out our paper we give the typesetter a pasted dummy to makeup by. Our mode of procedure is as follows: Our news editor takes in all copy, both ads and reading matter. Two galley proofs are made of all reading matter—one on white and one on yellow paper. The yellow is cut up, with the galley number marked in crayon on each item, and used for pasting up a dummy. The white proof goes to the proofreader. As each display ad comes in it is put on a list with the size indicated before the copy goes to the composing room. This makes it a simple matter to add up the total number of inches of display advertising, so we can, at any time, quickly decide how many pages to run. When the news editor begins to makeup, that is, of course, the first thing he does. Having determined how many pages there will be he begins to mark out on a dummy sheet of paper, the same size as the newspaper, the exact size and position of display ads. As soon as an ad is placed, it is stricken from the list. This is followed until every display ad is placed. These dummies are then turned over to the composing room so all display ads can be placed or provided for while the galleys of reading matter are being read and corrected. When press time approaches the news editor gets the dummies and pastes on the yellow proofs, leaving space for the feature heads which are set absolutely last.

As to the classified ads, plenty of space si left for them, and if, occassionally, we do not have exactly the right amount of current news to fill up, we fill up with time or filler material. We always keep a variety on hand, set up in our own type. Our classified page is the last one made up. When the printer makes up the pages as per the pasted-up dummy given to him, any executive can check up and O. K. the page proofs. Really, when the news editor has finished marking up the dummies, he can, so far as the edition is concerned, go to lunch, golf, the ball game, home for a nap, or do anything he wants to. Why not? Has he not himself placed all the ads and reading matter? Perhaps he has even shown his dummies to the editor, who has either O. K.'d them or suggested a few changes. The mechanic in the composing room need but makeup the pages in accordance with the dummies. His foreman can check up and O. K. the page proofs.

The specimen pages will make clear the method we use. I hope that you have received from me an idea or two that will be helpful. I will be glad to answer questions.

It is important that our paper be made up with as little confusion as possible. Our method puts the brain work of making up in the office, where it belongs, and the mechanical work in the composing room where it belongs. Emancipate yourself from putting in golden time, puttering at the stone with the printer to see if this or that article fits a given space. Our methods eliminates bad errors in the makeup. By having a regular system the entire force becomes familiar with it so in case of sickness or accident, substitutes can carry on.

After all ads and reading matter are set, read and revised, it is a very simple matter for the mechanical labor to follow dunce-proof instructions.

Department of Newspaper Criticisms

Publishers and editors are invited to send to the National Printer-Journalist, Montgomery Building, Milwaukee, Wis., copies of their newspapers for constructive criticism. This department aims through intelligent, honest review to be helpful in improving the typography and general makeup.

Lexington (N. C.) *Dispatch*—Splendid first page make-up, though we would say that a too symmetrical appearance makes it rather monotonous. Head treatment good. Your editorials are so good you should have more of them. Typography of advertising better than the average. Comic strip would work out better on editorial page. News features well handled and paper withal quite interesting.

Yuma (Colo.) *Pioneer*—One of the best looking country papers coming to our desk. Presswork particularly impressive. Believe the face of type you use is perhaps the best selection that can be made for a country newspaper, because of its readibility. Entire paper shows care in the preparation of news and handling of feature details. Ad typography very pleasing and in good taste.

DePere (Wis.) *Journal-Democrat*—It would be hard to find a more carefully prepared newspaper. Every department of newspaper making shows judgment and good taste. First page make-up particularly pleasing. Editorial page is way above the average. Ad composition is most creditable. Large volume of business is well handled.

Naberth (Pa.) *Our Town*—Novel method of newspaper making all the way through. First page very striking. Perhaps the only instance of a newspaper in the country giving the Caslon idea to head treatment. Small illustrations in the "Fireside" column quite original. Commend you for your enterprise in fostering an out-of-the-ordinary newspaper.

Newspaper Space and Religious Publicity

There is no denying the fact that church advertising has been a factor in awakening interest in church work in the past two years. Churches all over the country are beginning to recognize the desirability of exploiting their church services to increase attendance.

At the Milwaukee convention of the Associated Advertising Clubs of the World, Rev. J. T. Brabner Smith of Chicago, chairman of the division of publicity of the Methodist Episcopal church, talked on the proposition to "Sell the church to the public by advertising in the newspapers."

That there is biblical authority for such a course was brought out in an address by Rev. J. T. Brabner Smith, chairman of the commission of publicity, Chicago church federation, in Atlantic City, recently. Rev. Smith said every pastor should be taught journalism and every theological school should have a course in journalism.

"It pays to advertise; even the prophets declared, 'I will advertise three,'" continued Mr. Smith. "There should be a fund in every church to be used for publicity purposes. The churches should buy space in the papers and announce their services and their doings with the same energy as the business houses.

"There must be co-operation between the pulpit and press. Most editors are sensible and reasonably accessible. It is simply silly for the ministers to be always criticising the newspapers and their policies. The press is powerful. Perhaps in some cities the press is more powerful for good and uplift than the preachers. Sometimes the editors are wrong, but the same is true of some pastors. Do not condemn the press for a few 'bad spots,' and do not try to use the papers to exploit yourself. Editors hate cant and prejudice shown against other churches. The papers are seeking news—not propaganda material.

"It is amazing the space given by the papers to the churches, much of which is not appreciated. Some papers could use more church news to advantage. Somehow we feel that the present wave of crime is chargeable, first, to the homes of the nation, then to the churches, and lastly to the press.

"It is wrong to blame the press for printing nasty stories, but the press is wrong in giving so much detail. The Bible is the best textbook for both editors, advertising experts and preachers. The press of America is sound at the core, its editors are loyal and true. There is no subsidized press, either by church or business. It is ridiculous to say that any denomination controls the press. It is untrammeled, sane and sound."

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Salade in Canada

Robert F. Salade, author and speaker, of Philadelphia, is spending two weeks in Canada. On June 27, Mr. Salade addressed the annual convention of the Canadian Paper Box Manufacturers' at Montreal, on the subject of "New Ideas in Set-up Boxes, Folding Boxes and Cartons." Mr. Salade has just produced another book, entitled, "Sales Suggestions for Paper Box Manufacturers," published by the Shears Publishing Co., Lafayette, Indiana.

Newspaper Criticisms

(Continued)

Lodi (Wis.) *Enterprise*—Cannot see where you could very well improve the appearance or quality of your paper, except monotony of first page would be relieved with a more generous use of heads broken up in two or three-column sizes. Think you are missing a big opportunity for fostering the home idea and securing and maintaing the "home" prestige by not running a bang-up editorial page. Congratulate you on your $2.00 subscription. Stick to it; your paper is worth it.

Evanston (Ill.) *Evanston News-Index*—Journalism issue shows real newspaper enterprise. Medill students certainly turned out a very creditable issue. The last page make-up in same style with same head as first page, we do not believe will appeal to newspaper readers generally. It seems to be too much of a departure from what folks are accustomed to, and is also somewhat confusing. Automobile directory would appear to much better advantage if each ad was enclosed in an individual border. This would have a tendency to relieve an awkward and jumbled appearance.

Wabasha (Minn.) *Herald*—Congratulate you on beginning of 65th year and particularly upon the fact that present owners have been in charge for nearly 20 years. Think you are producing a very creditable paper from a stand-point of news. Make-up and ad typography would be benefitted by perusing other good papers in your state. Hair line rules between classified ads are suggested. It may be a difficult matter to remove advertising from first page but such a procedure would be very beneficial to its appearance.

Burlington (Iowa) *Hawkeye*—Special motor section a fine example of newspaper enterprise and a good example of how a specialized business campaign may be worked out to advantage. Rotogravuere treatment of half-tone quite original and effective.

Little Rock (Ark.) *Gazette*—Compares very favorably with newspapers in cities much larger than Little Rock. History of the press in Arkansas for more than 100 years, not only interesting but novel newspaper feature.

New Haven (Conn.) *Union*—It is not difficult to say something good about the *Union*. It is a good example of high efficiency newspaper production. The wonder is that newspapers in the smaller towns do not follow more closely the general style of makeup and features of such papers as the *Union*, since they could get so many good pointers. Fiftieth anniversary edition a splendid example of model newspaper making. Historical features particularly impressive.

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Made No Mistake

"You've made a mistake in your paper," said the indignant man, entering the editorial sanctum. "I was one of the competitors at the athletic match yesterday and you called me the 'well known lightweight champion.'"

"Well, aren't you?" said the editor.

"No, I'm nothing of the kind; and its confoundedly awkward, because, you see, I'm a coal merchant."

Beautify the Country

Perhaps one of the most unsightly things the city motorist finds upon going into the country is the polyglot of rural mail boxes perched on every kind of an object. Fence posts are stuck into the earth in all sorts of positions. Some of them beckon to the rising sun; others stick their heads in the air; they pierce the sky at all altitudes. There is no uniformity either in mail boxes or in the method of mounting them. Where farm houses are closely gathered, there are usually ten or a dozen mail boxes mounted on a sort of shelf affair.

This community post-office is a sorry looking sight. It offers opportunity for doing some real constructive work along the line of beautifying the country. Every locality is known—favorably or unfavorably—by the appearance of farm buildings and surroundings.

Why not inaugurate "country clean-up week," to be an event immediately following the garnering of the fall harvest? This could be wound up by a big country picnic or some entertainment feature held in town. By interesting the farmers in their surroundings so that cleanliness and good appearance will enhance the value of their property and bring the locality favorably to the attention of the motorist and through them to outside sources, they can be made to appreciate the importance of clean-up week.

A campaign for standardization of mail boxes could be instituted. Uniform posts, and uniform mail boxes, all painted the same color, should be encouraged. Where there is a community of mail boxes, all the families having their boxes at such a location should be interviewed and their support secured, whereby a substantial platform be built on which all the mail boxes can be mounted in pleasing arrangement. Every owner of a mail box should have his name printed on the side of the box.

Why not start a clean-up week and uniform mail box campaign now? Your community will be the gainer, and yours will be the joy of knowing you were instrumental in promoting so laudable a purpose.

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McClure Appointed United States Marshal

James E. McClure says politics is but a side line with him and that running a newspaper is his business. Nevertheless he must be a mighty good newspaper man, because President Harding has appointed him United States marshal for the southern district of Illinois. In addition Mr. McClure has been quite active in political work. He served one term on the Republican state senatorial committee, and under Governor Lowden, was assistant director of public welfare.

Mr. McClure is editor of the Carlinville Democrat. He was born in Macoupin county near Carlinville 54 years ago. He was graduated from Blackburn University, and located in his home city, in 1887. He has taught school, served as county superintendent of schools, and practiced law. He has owned and edited the Carlinville Democrat, the Repubican party paper in Macoupin county, since 1901, scoring an unusual success in making it a county weekly.

ASSOCIATION ACTIVITIES

Editors to Publish Newspaper on Train

Modern Printing Plant Will Accompany The National Editorial Association's Special Train On Tour Through Montana

EVERYTHING is set for the big convention and the tour of the National Editorial Association, which meets in summer convention at Missoula, Montana, July 19, 20 and 21. Secretary Hotaling, in a manner characteristic of the enthusiasm always manifested by this genial official, coupled with his energy and capacity for work, has covered every detail of the convention as well as the tour in a way that presages a very successful summer meeting. The program is complete and every detail of the tour has been carefully worked out. Many innovations as well as delightful surprises have been aranged for. Missoula is all aquiver with excitement for the forthcoming event. It is the biggest thing of the kind this city has ever experienced, and naturally everyone is looking forth with a great deal of anticipation to a rousing meeting as well as a very enjoyable tour.

Typesetting machine installed in Great Northern Railway dynamo baggage car as part of the newspaper plant to be used by the National Editorial Association during its Montana tour.

July 9, the special train leaves from Chicago for St. Paul over the Burlington Railway, thence west via the Northern Pacific, through Montana, returning on the Great Northern Railway.

The tour editors will visit Glacier and Yellowstone Parks besides viewing the mountains, agricultural and mining districts, and stop at a score of cities for entertainment.

The innovation of the tour will be the publication of a modern daily newspaper, The Argus. This will be available each morning when the editors file into the dining car for breakfast. In addition, Secretary Hotaling, who will be managing editor of The Argus, has placed all daily newspapers in the United States on his mailing list.

The Great Northern Railway is equipped with an all steel coach with every appurtenance and appliance required to publish a complete modern newspaper. Composing machine, cylinder press, and all other accessories as well as sufficient display type in all sizes will be available. Power to operate the equipment will be furnished by a huge dynamo which is a part of the special car which Louis W. Hill, chairman of the Great Northern railway, installed for emergencies of this kind some ten years ago.

This will be the first time a newspaper ever was issued with an all-star staff. Editors comprising the party will do all the work involved in issuing the paper—receiving the news, set it on the linotype, compose ads, make it up, and all the mechanical details. The staff will consist of three hundred. Secretary Hotaling says it will be a novelty, to furnish copy to the printer without even having to read it. The formality of a copy desk would be superfluous in such a situation, he says.

All night, while the train is speeding over the western plains, news will be received by wireless and radio, just the same as any other modernly equipped metropolitan newspaper. The entire editorial train will be equipped with telephones so that communication can be had from one end of the special to the other, even with the engineer in the cab.

The typesetting machine has been so placed and trussed up in the car that vibration will be reduced to a minimum. Motive power is supplied by a large dynamo and metal will be heated by a force feed gasoline system. The press will be driven by an individual motor.

The most conspicious figure attending the convention will be President Harding, who will spend several days with the editors, leaving after the meeting for a tour through Alaska.

Secretary Hotaling has prepared to live again the early days of his newspaper activities, when he was wont to work twenty-three hours in every day. His capacity for work is unlimited. This is manifested by the manner in which he handles the enormous amount of detail in connection with his work. He has left nothing undone that will in any way add to the comfort and convenience of those who will be making the tour.

Press of National Editorial Association's train newspaper plant installed in Great Northern Railway dynamo baggage car for publication of daily newspaper during three weeks' pleasure trip.

He has sacrificed his personal comfort to take care of others. Yet this is all done with unselfish love and devotion—the kind of spirit that will push anything through to success.

The complete program of the convention and tour will be found on the next page.

American Newspaper Publisher's Association

Paul Patterson, newly elected president of the Baltimore Sun, has already gotten into action since the annual meeting of the A. N. P. A. by naming the personnel of the managing committee of the Association's Bureau of Advertising. This bureau, with headquarters in New York and offices in Chicago and San Francisco, creates and places millions of dollars of newspaper advertising annually.

The members of the bureau are: William F. Rogers, business manager of the Boston Transcript, chairman; Harry Chandler, publisher of the Los Angeles Times, vice-chairman; Howard Davis, business manager of the New York Tribune; Fleming Newbold, publisher of Washington Star; W. J. Hofmann, the Oregonian, Portland; D. D. Moore, New Orleans Times-Picayune; David B. Plum, Troy (N. Y.) Record; S. E. Thomason, business manager Chicago Tribune; Lou's Wiley, business manager New York Times; John B. Woodward, Chicago Daily News; Lafayette Young, Jr., business manager Des Moines Capital; E. A. Westfall, Boston Advertiser.

Mr. Patterson is publisher of the Baltimore Sun, and is ably qualified to round out a successful year as president of the A. N. P. A.

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Lake County (Florida) Organized

Saturday, June 3, representatives of Lake county newspapers met at Leesburg, Florida, and organized themselves into a county association. Attending were: A. D. Miller and C. E. Pierce of Eustis; Gilbert D. Leech and Miss Fussel of Leesburg; Miss Edith Edeburn of Mount Dora; A. W. Newett and Charles Anderson, Graphic, Groveland; J. C. Lochner and Don M. Lochner, Press, Clermont; C. E. Pierce, Florida Fisherman; proxies held by Mr. Miller for: E. C. Miller, Exponent, Umatilla; W. B. Powell, Lake-Conics; Karl Lehmann, Outlook, Montverde.

With A. D. Miller, temporary chairman, and Don M. Lochner, temporary secretary, the first act was to decide upon the name, "Lake County Press Association," with committees or sections to represent the editorial, business and mechanical departments of the newspaper office. It was agreed to extend membership to newspaper people and connected persons, but that in voting each shop have but one vote. Annual dues were fixed at $5.

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Maine Press Association

Notices of the annual meeting of the Maine Press association, to be held at Augusta, October 5 and 6, have been mailed to all members.

Evidently having in mind the last meeting of the association in Portland, which was characterized as the best in the history of the organization, the secretary in an announcement for the forthcoming meeting said:

"There will of course be real business to be transacted, but the principal business of the occasion is to meet other men who are working in the same line, thinking the same thoughts, meeting the same problems as you are. An interesting program is being arranged, announcement concerning which will appear during the next few months."

Program

The convention program of the National Editorial Association, Missoula, Mont., July 19 to 21.

FIRST DAY, JULY 19.

Morning Session, Elks Temple—9:30 o'clock.

Music—"Out Where the West Begins"—Estelle A. Philleo, Denver, Colo.
Address of Welcome—Gov. Jos. M. Dixon, Helena, Montana.
Address of Welcome—P. B. Sne'son, President Montana Press Assn., Billings, Montana.
Address of Welcome—W. H. Beacon, Mayor of Missoula, Montana.
Response on behalf of National Editorial Association—Wallace Odell, Daily News, Tarrytown, N. Y.
Greetings from Far-Away Siam—President E. E. Brodie, United States Minister to Siam, Bangkok, Siam.
President's Annual Address—Acting President J. C. Brimblecom, Graphic, Newton, Mass.
Report of Treasurer—N. W. Aikens, Franklin, Indiana.
Report of Executive Secretary—H. C. Hotaling, St. Paul, Minn.
Appointment of Committees:—Resolutions, Credentials, Audit.

Afternoon Session—2:00 o'clock.

"Advertising Prospects"—Richard Lee, Lord & Thomas Agency, Chicago, Ill.
"A State Press Association that Emphasizes Business"—Chapin D. Foster, President Washington Press Association, Grandview, Wash.
Discussion led by E. S. Bronson, American, El Reno, Okla., Secretary Oklahoma Press Association.
"The Cinderella of Journalism"—H. Z. Mitchell, Sentinel, Remidji, Minn.
"Forces That Create Favorable Conditions for Newspapers"—Jesse H. Neal, Executive Secretary Associated Business Papers, New York City.

SECOND DAY, JULY 20.

Morning Session—9:30 o'clock.

"Cutting the Costs of the Print Shop"—Milton Cox, Mirror, Arapahoe, Neb.
Discussion led by George Schlosser, Cor. Secretary N. E. A., Republican, Wessington Springs, S. Dak.
"Forestry and Its Relation to Print Paper Production"—Col. W. B. Greeley, Chief Forester, U. S. Department of Agriculture, Washington, D. C.
"What the Law Says"—Wm. W. Loomis, Citizen, LaGrange, Ill., author of "Newspaper Laws."
"Importance of Proper Ad Display"—E. G. Myers, National Printer-Journalist, Milwaukee, Wis.

SECOND DAY, JULY 20.

Afternoon Session—2:00 o'clock.

"Public Opinion—A Power Above the Law"—Hon. Warren G. Harding, Star, Marion, Ohio—President of the United States (Subject to Adjournment of Congress).
"America and the American Legion"—Handford MacNider, National Commander American Legion, Mason City, Iowa.
"Industrial Montana"—Hon. C. F. Kelley, President Anaconda Copper & Mining Co., New York City.
"Quacks, Insurance, Prosperity"—Henry Swift Ives, Secretary United States Insurance Information Clearing House, Chicago, Ill.

Evening Banquet—6:30 o'clock.

Montana, the Hosts—H. R. Cunningham, President, Montana Life Insurance Co.
Ye Editors, the Guests—Hon. Robert Emmett Dowdell, Forestburg, S. Dak., Past President of the N. E. A.

THIRD DAY, JULY 21.

Morning Session—9:30 o'clock.

"Importance of the Editorial Page"—Col. Thos. Stout, Democratic-News, Lewistown, Montana.
"A Woman's View of a Man's Job"—Mrs. Bess M. Wilson, Gazette, Redwood Falls, Minn.
"More and Better Local Advertising"—H. W. Pickering, Advertising Expert, Porte Publishing Company, Salt Lake City, Utah.
Discussion led by Hon. G. L. Caswell, Field Secretary Iowa Press Asso., Ames, Iowa.
"Montana's Start in Newspaper Making"—A. L. Stone, Dean Montana School of Journalism, Missoula, Montana.

Afternoon Session—2:00 o'clock.

"Rural Dailies and Weeklies the Coming Advertising Field"—James O'Shaughnessy, Ex. Secy., American Association of Advertising Agencies, New York City.
"Building Up the N. E. A."—Geo. B. Hosmer, Past President N. E. A. Journal, Bradentown, Fla.
Discussion led by George Marble, Tribune, Fort Scott, Kansas.
"Radio and the Future Newspaper"—Sen. John E. Edwards, Gazette, Billings, Mont.
Discussion led by George Schubel, Times, Brooklyn, N. Y., and Sen. Jens K. Grondahl, Daily Republican, Red Wing, Minn.
Reports of Committees:—Audit, Resolution, Legislative—C. M. Redfield, Malone, N. Y., Chairman.
Election of Officers.
Selection of next meeting place.
Other Business.

Ohio Associated Press Editors Frolic at Cedar Point

The first mid-summer meeting of the Associated Press Editors of Ohio, was held at Cedar Point, June 30 to July 1. Business and pleasure were combined at the two-day session. Demonstrating their largeness of heart, the association sent invitations to Associated Press members of adjoining states to attend. Many took advantage of the offer.

The most important matters discussed were ways and means for speeding up the election counts in Ohio. Under the system in use for a number of years it has been very difficult to secure a final and accurate account of ballots in time sufficiently early to carry all the details of the election in the morning papers. The discussion had the effect of a committee being appointed to confer with the members of the house of representatives in an effort to alter the election laws to an extent that will provide for speeding up. With an important state primary election in August and the general state election in November, Ohio editors hope to have the state's election machinery repaired and well oiled as a result of their deliberations at Cedar Point.

The Sandusky Register and Sandusky Chamber of Commerce, as also the Cedar Point management, acted as hosts to the editors, and meetings were held at Hotel Breakers. Boat rides, banquet, dancing parties, an auto ride over the Cedar Point peninsula to Sandusky, where some of the social features arranged for the pleasure of visiting newspaper men and their wives.

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New England Newspaper Alliance

At the last monthly meeting of the New England Newspaper Alliance, held at Worcester, Mass., June 13, Theodore T. Ellis, publisher of the Worcester Telegram Gazette, was elected president. James T. Murray of the New Bedford (Mass.) Standard was chosen treasurer, and William H. Reed of the Taunton (Mass.) Gazette secretary. H. E. Flint of the Salem (Mass.) News, Frank Almy of the Fall River (Mass.) News and F. C. Hoyt of the Fitchburg (Mass.) Sentinel were made members of the advisory board. James A. Hardman of the North Adams (Mass.) Transcript, and Albert H. Fuller of the Brockton (Mass.) Enterprise were elected to membership.

After a business meeting, the 35 members attending were conveyed by auto to the Worcester Country club. Here they enjoyed a splendid dinner, and a number of newspaper men went for a stroll over the golf course.

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North Dakota Editors at Devils Lake

Plans launched at the executive committee meeting of the North Dakota Press association, held in Devils Lake the middle of June, presage a very interesting annual meeting August 4 and 5. Roy T. Porte, noted efficiency expert for the printing world, will be present from Salt Lake City to deliver the principal address of the convention, and Gov. R. A. Nestos of North Dakota also will be a speaker. Extensive entertainment on the lake is being planned by local citizens, one feature to be cottages for those who care to live in them while in attendance.

New York Press Association

Tuesday, Wednesday and Thursday, June 27, 28, 29, the New York Press association met in annual convention in the Kaaterskill hotel, high up in the Catskill mountains. For several weeks prior to the meeting Jay E. Clocks, the genial secretary of the association, of Kingston, N. Y., was busy arranging for the trip and for the convenience of those attending. Mr. Clocks is one of the live wires of the New York State Press. He never side-steps an opportunity to put real pep and enthusiasm into association affairs.

The opening session of the convention was held at 9 o'clock. Wallace Hodell, of Tarrytown, president, delivered an inspiring address of welcome. The only paper of the morning session, "More and Better Advertising," by John Rolfe, publisher of the Leader, Corning, was very instructive. Mr. Rolfe bore down heavily on the advisability of publishers scrutinizing advertising very closely to keep the copy in line with facts. "Advertising that would stimulate trade and bring results," he said, "is more important than just filling the paper with advertising-publicity."

In the afternoon Ross W. Kellogg, director of the Empire School of Printing at Ithaca read a paper on, "Educational Work for the Printing Industry," in which he outlined the things being undertaken and accomplished in the wonderful new school recently opened. Prof. Bristow Adams, of the New York College of Agriculture alluded to "Farm News in Daily and Weekly Papers." Professor Adams emphasized the need for more activities on the farm and giving wider publicity to matters of particular interest to the farmer.

Wednesday afternoon Edward Howard, former editor of the American Press, gave the editors a rapid-fire talk on "Some Topics for Weekly Newspapers and How I Applied Them." This was a meaty address, full of good suggestions.

"Ways and Means in a Country Weekly and Job Printing Office," by Rowland T. Patton, of the Independent-Reporter, Skowhegan, Maine, and secretary of the Maine Press association, gave some timely and helpful suggestions on stimulating job printing that were not only timely but thoroughly practical.

Question box discussion resolved itself around these topics: (1) Are the advertising rates suggested by the National Advertising Association fair, as applied to the country weekly? (2) What is the future of the country weekly? (3) What is the value of serial stories for the country weekly? Discussion on each of these topics was lively and many points of value were brought out.

Wednesday was closed with the annual banquet at which Will H. Hays, movie arbiter, and Herbert Kaufmann were the principal speakers.

The Thursday session was opened by E. R. Eastman, of the Dairymen's Weekly News, with a paper on "The Farmer and His Newspaper", in which the speaker made it very plain that farmers are relying more and more on information gleaned from their weekly paper and to guide them in their marketing activities.. James W. Brown, of Editor and Publisher gave some practical suggestions in his paper, "Needs of Newspapers a I See Them." The question box brought out the following: (1) What is the best method of paying country correspondents? (2) Is the radio-phone of any practical value to the country weekly?

The afternoon session closed with a round-table discussion which was open to all the members. These round tables have developed into real buzzing bees and hives of information. They are one of the big features of each convention. Election of officers and adjournment closed one of the most interesting sessions of the association.

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Western North Carolina Weekly Press Association

From the viewpoint of attendance, program, interest and entertainment features, the summer meeting of the Western North Carolina Weekly Press Association, held at Morganton, was the best ever held by that organization. The first business session was held in the school chapel, "Features That Will Increase Rural Circulation" was discussed by A. C. Honeycutt, Albemarle News-Herald, and Dan Thompkins, of the Sylva Journal. Both speakers stressed the importance of county correspondence from every section of their territory and the covering of all improvements and forward movements of their town. Mr. Tompkins stated that a serial story was a very important feature among the rural circulation, provided it was selected with care and properly advertised. Five new members were admitted to the association at the meeting.

A feature of the entertainment, which was most elaborate, was the hostess in charge. Miss Beatrice Cobb, editor and publisher of the Morganton News-Herald, took charge of the editors and their families and established a reputation as the best hostess the convention has had. Besides the banquet in the evening, Miss Cobb had arranged a number of trips and parties for the ladies, all of which were very pleasant affairs. The trip to Lake James was particularly pleasant. Fishing tackle was supplied and several of the editors were lucky enough to land a nice mess of fish.

Miss Cobb is one of the notable figures in North Carolina newspaper activities. She has been signally successful in producing not only a newspaper of splendid interest, but financially her venture has been very profitable.

H. G. West of the Thomasville Chairtown News read a paper on "The Newspaper as a Community Institution," in which he held up the newspaper as one of the most important and worthy institutions within the bounds of any community. W. C. Dowd of the Charlotte Weekly Democrat said, "the weekly newspaper is the most powerful institution for good in existence" and urged the editors to work with this thought in their minds and to preach it through the columns of their papers and there would be no need for worry as to their rates and revenue to operate their business.

F. A. Carr of the Spruce Pine Herald delivered an interesting address on "The Goal of the Journalist," He brought out the higher ideals which should be in the mind of every publisher of a weekly newspaper.

During the round-table discussion which followed, many of the publishers joined and many of the problems which enter into the making of a newspaper were discussed. Some of the topics were advertising rates, foreign advertising, collections, cost systems, legitimate profits and co-operation.

Northern Minnesota Editors

A. G. Rutledge, secretary of the Northern Minnesota Editorial association, has announced completion of plans for the annual meeting of the association. Editors and their wives from all parts of Minnesota will enjoy an outing and four-day frolic at Park Rapids. Side trips to Bemidji will be made August 10 to 13. In discussing summer meetings Secretary Rutledge said:

"I have received approval of the August dates from President A. L. LaFreniere of Grand Rapids. We believe this year's outing will be of such unique character as to draw a big crowd of fourth estate folks. It will be a genuine camping-out affair, with fishing, camp-fires, hikes and a program of sports and games for both men and women. Tents will be supplied for the use of the outers and there will be a big dining room under canvas, where meals will be served 'en gang,' with an expert camp chef in charge of the cooking.

"A lively time every minute during the wakeful hours of the outing is assured. One of the days will be spent at Park Rapids, where local citizens will entertain the visitors with a banquet, reception and auto ride about the community. There will be hikes to the headwaters of the Mississippi river and other interesting points in the park, and one of the sporting features of the outing will be a kittenball game between the northern and southern editors for the state editorial ball championship.

"The Minneapolis and St. Paul Supply House Men's Association will have charge of the program of sports and games for both men and women of the party, similar to those which created intense rivalry in former years. It is the intention to have a big bonfire one of the nights at the park, with short speeches, story telling, etc., which will be participated in by some men of state wide repute.

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Advertising and Business

"Advertising is to a business what an engine is to a train—it costs a lot of money to get the engine, and it costs a lot of money to start it—but after steam is once up, the upkeep in comparison to the work it does is nil; but take this engine away from the train; it will run slower and slower and gradually stop entirely; the same is true of business; it takes considerable time and money to start the advertising engine, and keep it running, but your business will slowly and surely run down if you try to pull your train without it."—*Mrs. F. G. Sharratt, Kansas City, Mo., before A. A. C. W. convention, Milwaukee.*

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Newspapers and Posters

"Newspapers and posters are the two primary mediums for insuring massed sales to advertisers in American towns and cities," said Kerwin H. Fulton, president Foster Advertising Co., Inc., New York, before A. A. C. of W. at Milwaukee.

"The two mediums have much in common. Both are flexible. They can be used just ahead of salesmen, or right on their heels. Both represent millions of invested capital. Both are large customers of other industries—the newspaper of presses, paper and ink—the poster of metal, lumber, paper, ink, lithography, etc."

Arkansas Press Association

Notable among the addresses delivered at the summer convention of the Arkansas Press Association, held early in June, were those delivered by J. S. Parks, of the Fort Smith Times Record; Frank Anderson, of the Press Argus; Colonel W. E. Decker, of the Fort Smith American, and Miss Ada Hite, dean of the newspaper women of Arkansas.

J. L. Wadley, of Texarkana, delivered an interesting round of chatter reviewing the history of newspaper work in Arkansas. Editor Wadley is the senior member of the association.

J. C. Jolly, retiring president, was presented by Erwin Funk of the Rogers Democrat, on behalf of the association, with a set of silver knives and forks, as a token of love and esteem from the members.

The following officers were elected for the coming year: President, R. O. Schafer, first vice-president, Frank E. Robins; second vice-president, H. M. Jackson; third vice-president, C. C. Hudson; corresponding secretary, Clio Harper (reelected); financial secretary, E. A. Fowler (reelected); recording secretary, I. D. Harris; orator, Dr. A. C. Millar; chaplain, J. L. Wadley (reelected); poetess, Mrs. Ruby Livingston (reelected); historian, Fred Allsop.

Association activities in Arkansas are assuming interesting proportions. Each convention registers a larger number of attendants. The programs have been unusually timely and valuable, all of which indicates a healthy condition of the newspaper industry in the state.

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Southern Newspaper Publishers at Asheville

The Southern Newspaper Publishers Association met in annual convention at Asheville (N. C.) July 10, 11 and 12. The program committee arranged a particularly attractive series of speakers. The entertainment features were not overlooked. The three day gathering was filled with splendid business sessions and diversified entertainments.

Of particular interest was the report of the executives of the School of Printing at Macon, Ga. and Nashville, Tenn. The work of these schools has brought the Southern Newspaper Publishers Association very favorably to the attention of the A. N. P. A. So much so, that the latter, inspired by the former's efforts and success, has arranged to establish schools in various parts of the country. By this time every association member in the United States has appreciated the need for vocational training, and the fact that it is necessary to provide ways and means for teaching young men the printing industry. One of the important topics up for discussion was "Should a Six Day Evening Paper Enter the Sunday Morning Field". This elicited a lot of comment. The round table discussion in epitome was that a Sunday morning paper in a six day evening field is not only desirable but a good business move if the field warrants.

Many arguments were elicited extolling the advantages and bringing out the disadvantages of an evening paper printing a Sunday morning edition. Aside from mechanical complications, however, very few disadvantages were apparent.

Kentucky Editors Meet at Crab Orchard

The fifty-third annual midsummer meeting of the Kentucky Press was held on June 29th and 30th and July 31st at Crab Orchard Springs Hotel, Crab Orchard. It proved to be one of the best meetings in the history of the association.

One of the noteworthy attendants was Clarence E. Woods, life member of the Kentucky Press Association. The older members well remember Mr. Woods' faculty for social entertainments and announcements, and the business session was replete with interesting and instructive addresses. Malcolm Baley, who conducts "From Mills Point to Big Sandy" column in the Louisville Times stirred the delegates with a talk on his feature of the Times. Professor Enoch Grehan of the U of K., Department of Journalism, also had a very interesting talk regarding the success of the course. Professor Grehan had offered prizes amounting to $60 divided into three sets for the best newspapers in Kentucky. Prizes were also awarded to publishers submitting the best set up advertisements and the best specimens of job printing.

Friday evening the editors sat down to a splendid banquet. E. A. Jonas, editor of the Louisville Herald presided as toastmaster. Other speakers were: Senator J. S. Haselden, Desha Breckinridge, editor the Lexington Herald; Harry Giovannoli, editor of the Lexington Leader, and T. C. Underwood, editor the Hopkinsville New Era.

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Utah Press Assocciation

Roy Porte of Salt Lake was elected president of the Uath Press Association at its annual meeting at Salt Lake City, June 5 and 6. This session was declared by all attending as being the best in point of attendance and worthwhileness as well as the most successful session ever held. Mr. Porte in an interesting chalk talk brought out to the editors many vital things in connection with salary interests and profits, costs and selling prices. A feature of the entertainment in the evening was a radio concert. During the concert Elias G. Woodruff, general manager of the Desert News, Salt Lake City, addressed the editors over the wireless.

Governor C. R. Mabey astonished his auditors in a remarkable address in which he demonstrated his thorough knowledge of the newspaper man's problems and the newspaper industry.

A distinct loss since the last meeting of the association was the death of Victor E. Madsen of the Brigham City News, who died only a week before the convention. The convention voted to accept the invitation of Dr. Markus of the Richfield Reaper and will hold the next session this fall in Richfield.

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Texas Press Association

Mrs. Mamie Wynne Cox of Dallas was on the 15th elected president of the Texas Women's Press Association at its meeting here. Waco was selected for next year's convention.

Other new officers include Mrs. Bettie Magruder, San Angelo, first vice-president; Mrs. J. F. Gill, Burkburnett, second vice-president; Mrs. F. M. McKay, Rosenberg, third vice-president; Miss Consuelo Lankford, Sherman, corresponding secretary; Mrs. W. B. Hamilton, Robert Lee, treasurer.

Connecticut Editorial Association

Only a short business session will occupy the time of the Connecticut Editorial association, which meets at Connecticut Agricultural College, Storrs, July 29 and 30. The balance of the summer meeting will be given over almost wholly to an outing and entertainment features, chief of which will be the serving of an all-Connecticut-grown dinner at the college. "The dinner" remarks the Greenwich News-Graphic, "will be a feast that will attract wide attention and will awaken many of the editors to the possibilities of agriculture in Connecticut."

Another feature of the meeting will be an exhibit of weekly newspapers of the state. Professor W. V. Atwood, publisher of the Grotin (N. Y.) Journal-Courier, and professor of journalism at Cornell University, will address the editors. Prizes will be awarded to the successful contestants in the following classes:

CLASSES OF THE CONTEST

1—Best-balanced paper, proportion of advertising to news and editorial.

2—Best front page, typography and news.

3—Best editorial.

4—Best home-set advertisement.

5—Best newspaper letterhead (designed in home shop).

RULES

1—Two copies of the issue to be entered in any event must be sent to Walter Stemmons, Storrs, Conn., at least two weeks prior to the contest.

2—All papers entered in competition must have been printed between January 1, 1922, and April 22, 1922.

3—No holiday, anniversary or other "special" edition may be entered.

4—If the same issue is entered in more than one class, two copies should be sent for each class entered.

5—Contest open only to weekly or semi-weekly newspapers.

In accordance with resolution adopted at the April meeting of the association, President O. S. Freeman requests every publisher of a weekly newspaper in the state to mail copies of his paper published between January 1, 1922, and April 22, 1922, to Walter Stemmons, Agricultural Editor, Storrs, Conn., before July 10th.

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Associated Press Association of North Dakota

H. D. Paulsen of the Fargo Forum was elected chairman, and W. D. Stevenson of the Bismarck Tribune, was elected secretary, at a meeting, June 12, held in Bismarck, of all the associated press newspapers of the state. At this time an organization was effected to be known as the Associated Press Association of North Dakota.

The purpose of the association is to develop the co-operative gathering and distribution of North Dakota news, organization of the body at this time being influenced by the extension of the Associated Press leased wire service to the Daily News at Minot, edited by Hal S. Davies, and the Tribune at Bismarck, George D. Mann's capital paper.

E. T. Cutter of Chicago, chief of the field division of the Associated Press, was present and gave those attending some high lights and interesting information of the intricacies of the news-gathering organization.

Lower Postage Rates Practically Assured

Recent indications are that the second class mailing privileges will be amended to an extent which will provide the relief which newspaper publishers have been contending for. The postmaster general has assured the president that if ways and means can be found for sustaining the postal revenue in other departments and classes, the way may be opened for reducing the newspaper rates.

Besides discussion that has been going on in the national congress, Representative Kelly of Pennsylvania on June 9th introduced in the house the following postal bill:

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That clauses (3) and (4) of subdivision (B) of section 1101 of the Revenue Act of 1917 are repealed, such repeal to take effect July, 1922.

Section 2. That clause (2) of subdivision (B) of section 1101 of such Act is amended to read as follows:

"On and after July 1, 1919, for the first and second zones, 1½ cents; for the third zone, 2 cents; for the fourth zone, 3 cents; for the fifth zone, 3½ cents; for the sixth one, 4 cents; for the seventh zone, 5 cents; for the eighth zone, 5½ cents; and said rates shall continue of force from and after July 1, 1922."

It is rumored in Washington that the real postal bill for which quick consideration will be urged will be introduced after the meeting of the National Editorial association at Missoula, and that when it is introduced it will not be referred to the post office committee, but it is expected to go to the ways and means committee. It is intimated that it will be radically different from the bill introduced by Representative Kelly.

Congressman Kelly, in discussion of his bill, after its introduction, said:

"Newspaper and magazine publishers of the country are in need of relief from this discriminatory war tax in order that the press may continue to function. The proposed measure retains the present zone system of postal charges, but proposes to reduce the amount of the charge from the fourth advance, effective July 1, 1921, to the second advance in rates, which became effective July 1, 1919. The rates asked for would still give the Government 175 per cent more than the pre-war rates and would not relieve the publishing industry of one cent of the other Federal taxes paid by it in common with other industries.

"The present postage rates on newspapers and publications were fixed in the War Revenue Law passed in 1917, and are 325 per cent higher than the pre-war rates. Every one of the items carried in that measure, with the exception of the tax on second-class mail matter, has been modified or repealed. These wartime postage increases have driven millions of pounds of second-class matter from the mail into private channels of distribution. There is something radically wrong when private companies can make a handsome profit at rates less than those charged in postage.

"The fact that these high rates are charged on the advertising pages does not lessen the injustice. Advertising is not merchandise, but information. The newspapers are information highways, just as essential to the business prosperity of this country as the highways and waterways. Not a sale can be made or a pound of goods shipped without the interchange of information. The advertisements are chronicles of every advance in industrial achievement. Without them publication of the newspapers and magazines would be impossible."

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New Hearst Paper Sets Speed Record

Sunday, June 24, witnessed the first appearance of Hearst's Sunday American in Rochester, N. Y. The new Hearst baby appeared exactly 23 days after the first installation work was begun.

This newspaper's plant was established in a building otherwise tenanted on June 2, and the first edition was published 23 days after the pit for the press was built. This sets a new record for newspaper plant installation, the fastest time known heretofore being 60 days for a similar task.

Mayor Clarence D. Van Zandt pushed the button which started the giant sextuple press with a capacity of 36,000 an hour. The large crowd, which included many representative Rochesterians, applauded while the press was rapidly shifted into maximum speed.

The coming of the Rochester Sunday American was eagerly awaited on the streets and in the homes and the expected circulation of 60,000 was quickly realized and passed.

The Rochester Sunday American is specializing on local news, pictures and features exclusively. Although organized and started by representatives of the Hearst organization it already has been turned over to Rochester writers, editors, printers and pressmen to get it out.

The cost of remodeling and strengthening the building and purchasing and installing the machinery was $250,000. More than 125 Rochester men and women are employed on the new paper and they will receive annual salaries aggregating $200,000.

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Mr. Dooley on the Profanity of Printing

"I don't believe in profanity, Hinnissy—not as a reg'lar thing. But it has its uses an' its place. F'r instance, it is issintial in some thrades. No man can be a printer without swearin'. 'Tis impossible. I mind wanst I wint to a printin' office where a friend iv mine be th' name iv Donovan held cases' an' I heerd th' foreman say:

"What gintleman is settin A-thirty?" he says.

"I am," says the pale gintleman with the black whiskers atin' tobacco in the rear iv the room.

"Thin," say th' foreman, "ye blanketyblank blacksmith, get a move on ye. D'ye think this is an annyooal incyclopejee?" he says.

Ivrybody swore at ivrybody else. Th' little boys running with type prattled innocent profanity an' afther a while th' iditor come in an' he swore more thin inybody else. But 'twas aisy to see he'd not learned th thrade iv a printer. He swore with th' enthusyasm an' inaccur'cy of an amachoor, though I mus' say he had his good pints. I wisht I cud raymimber what it was he called th' Czar iv Rooshya f'r dyin' jist as he was goin' to press. I cud've often used it since, but it's slipped me mind."—*Printers' Engineer.*

Old and New Newspapers in Japan

Journalism in the modern sense is little over fifty years old in Japan, according to the *Literary Digest.* It has existed in a primitive form, however, for three centuries and more. What Japan had was a sort of news-letter, issued occasionally, says the "Japan Year-Book, 1920-21" (Tokyo) "containing latest scandals in town and the happenings at the Shogan's Court." These sheets were popularly called *"Yomiuri"* meaning "sold by hawking about," and were printed from wooden blocks. We read further:

"The first periodical publication which went under the name of a newspaper was the *Batavia Shimbun,* printed in Yedo toward the close of the fifties of the last century. Its contents were mostly translations from Dutch papers, published in Batavia. It was followed by *Shimbunshi* at Yokohama and the *Seiyo Zasshi, Chuggi Shimbun* and *Koko Shimbun,* in Tokyo. None of these, however, was printed more than once a week.

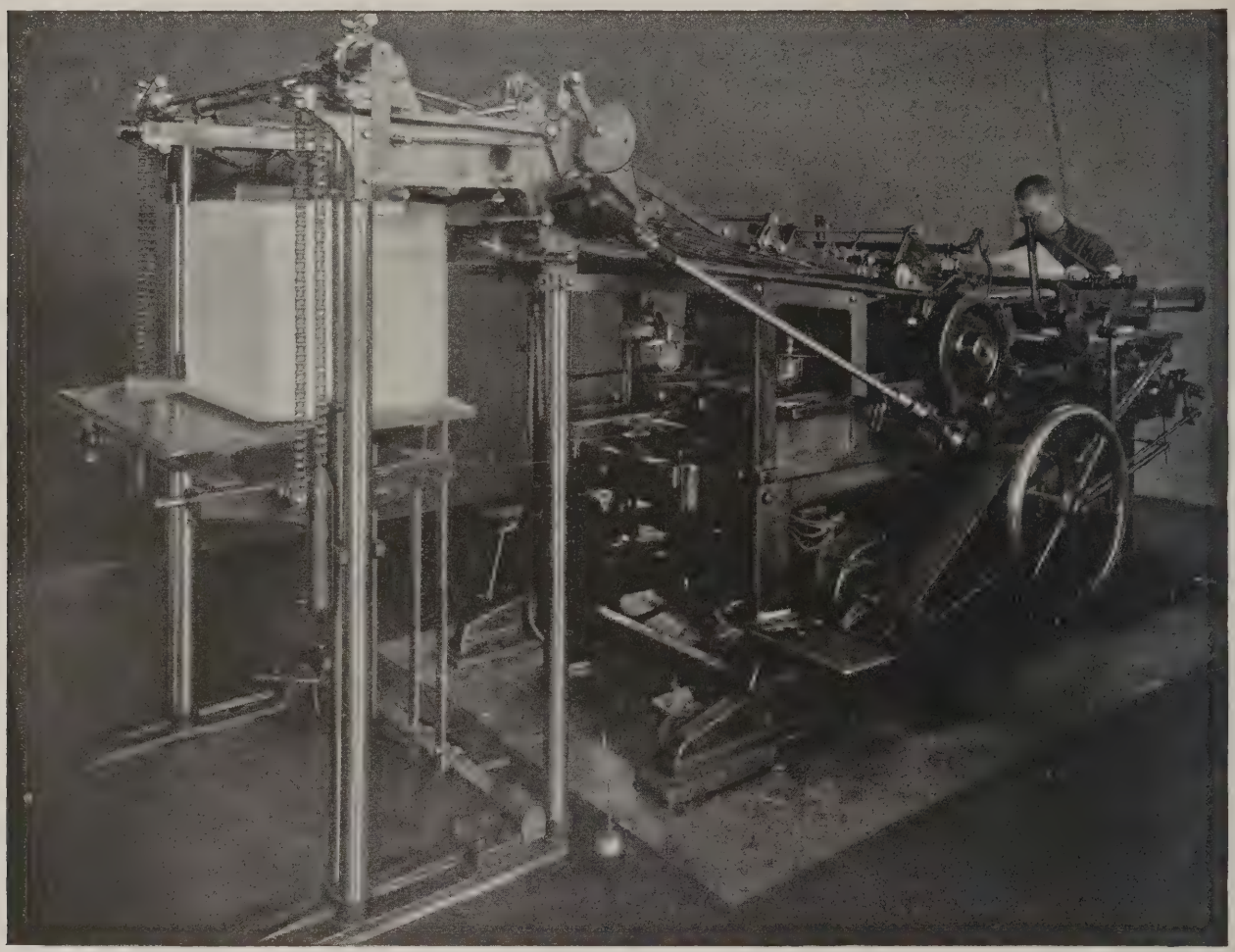
"The first Japanese daily newspaper made its appearance at Yokohama in 1871. It was called the *Yokohama Mainichi Shimbun,* since transferred to Tokyo, where it is still in existence. It was followed in quick succesSon by the *Nichi Nichi* in 1872. *Hochi* in 1873, *Yomiuri* in 1874, and so on. The spread of education and the steady growth of wealth, combined with epoch-making events, like the wars with Shina and Russia, and the inauguration of a representative system of government, have led in recent years to a remarkable development of the press both in its influence and its circulation. There are now some that claim a daily circulation of over a quarter of a million copies.

"Among the most successful dailies is the Japan *Advertiser,* published in Tokyo. Its editorial and business staffs are mostly trained American newspapermen. The *Advertiser* is believed to have been the first Japanese paper successfully using American composing machines. Instead of employing Japanese characters, however, English characters are used, though the material was composed in the Japanese language."

✲

Statement of Ownership

National Printer-Journalist Magazine published monthly at Milwaukee, Wis., required by the act of Aug. 24, 1912 Publisher H. A. Apple, 504 Montgomery Bldg., Milwaukee, Wis.; Editor Benjamin S. Herbert, 2015 Wilson Ave., Chicago, Ill.; Associate Editor, E. G. Myers, 511 Montgomery Bldg., Milwaukee, Wis.; Advertising Manager, F. L. Goulston, 505 Montgomery Bldg.; Business Manager, P. C. Treviranus, 507 Montgomery Bldg.; Managing Editor, H. J. Larkin, 503 Montgomery Bldg., Milwaukee, Wis. Owners: Trade Press Publishing Co., 505 Montgomery Bldg., Milwaukee, Wis.; H. A. Apple, 504 Montgomery Bldg., Milwaukee, Wis.; Rose M. Apple, 790 Farwell Ave., Milwaukee, Wis.; F. L. Goulston. Known bondholders, mortgagees and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities, none. P. C. Treviranus, Business Manager. Sworn to and subscribed before me this 25th day of March, 1922. R H Boettcher, (seal), Notary Public, Milwaukee County, Wis. (My commission expires March 25, 1923.)



Hand vs. Automatic Feeding Facts

THE difference of 25% to 40% in automatic feeding over hand feeding is a fact which every printer should investigate before investing in new printing machinery.

Especially consider, also, the dollar and cents saving in overhead which automatic-fed cylinders make for you when run in pairs.

If you will visit plants operating automatic feeders you will come away convinced that an automatic feeder increases the value of the press output at least $3.00 to $6.00 per 8-hour feeding day.

HAVE JUST GOTTEN ANOTHER FEEDER

The Combing Pile Feeder that we got from you is the only make of feeder we have or ever did have and the only feeder we ever expect to have, no matter how many we have.
We are using this feeder on the finest kind of four-color halftone printing on coated paper and also on news stock where we require quick production, with perfect results in both cases.
We like this feeder so well that we have just gotten another one of the same kind.

LANCASTER COUNTY SEED CO., Paradise, Pa.

A WONDERFUL PIECE OF MECHANISM

The Automatic Combing Pile Feeder on the pony press is a wonderful piece of mechanism. That and the press, in combination, make a machine as absolutely perfect, to my mind, within its requirements as it is possible for a machine to be.
We have worked all sorts of stock on this feeder, from onion skin to two-ply cardboard, and while you doubtless know it to be a fact, it may do no harm to repeat that it handles all stock with equal facility. The adjustment necessary for the changes of stock is very slight. Furthermore, the register is perfect and there is no diminution in speed required for register work.
This is a busy press and any time you want to exhibit the feeder in operation do not hesitate to drop in.

THE NILES PRESS, Philadelphia, Pa.

Dexter Folder Co., 20 W. 23rd St., New York, N. Y.

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

NEW YORK CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA TORONTO SAN FRANCISCO

Success Bond

SUCCESS BOND breeds success! Since good clothes help a man to prosper, why not permit good business stationery to help a business achieve distinction and respect?

To recommend SUCCESS BOND is natural for many successful printers. To use it is fitting for any successful business man.

Note the Tear and Wear as well as the Test

DISTRIBUTORS

BALTIMORE, MD.....J. Francis Hock & Co.
DALLAS, TEX.....E. C. Palmer & Co., Ltd
HOUSTON, TEXAS...E. C. Palmer & Co., Ltd.
MILWAUKEE, WIS.....The E. A. Bouer Co.
NEW YORK CITY....H. P. Andrews Paper Co.
NEW YORK CITY.....Clement & Stockwell
NEWARK, N. J.....H. P. Andrews Paper Co.
NEW ORLEANS, LA...E. C. Palmer & Co. Ltd.
OMAHA, NEB., Field-Hamilton-Smith Paper Co.
PORTLAND, ORE.....Blake, McFall Company
RICHMOND, VA....Richmond Paper Company
SEATTLE, WASH.....American Paper Co.
SPRINGFIELD, MO.....Springfield Paper Co.
TOLEDO, O....The Blade Printing & Paper Co.

NEENAH 1873 QUALITY

NEENAH
PAPER COMPANY
Neenah, Wisconsin

MAKERS OF OLD COUNCIL TREE BOND, SUCCESS BOND, CHIEFTAIN BOND, NEENAH BOND, WISDOM BOND, GLACIER BOND, STONEWALL LINEN LEDGER, RESOLUTE LEDGER PRESTIGE LEDGER.

Write for complete free sample outfit, including full sheets of Neenah Bonds and Ledgers for testing purposes.

The Spoiled Job and Its Effect

By CARL A. JETTINGER.

No matter how well printing offices are conducted, how carefully instructions are written out and followed, how thoroughly proofs are read and the errors corrected, there will always be spoiled jobs. They will continue to be a source of trouble as long as the printing business remains in existence—and that will be always.

Whether the blame for the spoilage lays with some branch of the mechanical department, with the proofreaders, with the busines office, with a salesman, or with the customer himself, if the error or damage is not discovered and remedied before at least a part of the job is delivered, then it becomes a matter of controversy between the printer and his customer.

What is the best method of settling such controversies?

One of our merchant kings is said to have made it the rule in his business dealings that the customer is always right when there are misunderstandings, believing that it is more profitable in the end to settle them on a basis which absolves the customer from all fault than to hold him responsible for his shortcomings.

Is it well to use such business methods in the printing business? As a general thing, yes.

Nothing helps so much to satisfy the customer as the knowledge that when he places an order he is going to get just what he wants, even if his instructions lack definiteness, and that he is going to get it without squabbling about it, no matter what may turn up and no matter how difficult and costly it may be to the concern supplying it.

Whenever a customer complains about an error or a damaged job, and the blame rests with the printer, then the customer should be fully satisfied, no matter how much trouble and expense the printer must go to. Price reductions are in such cases a very poor way of making a settlement. They never fully satisfy the customer, who will be continually reminded of the unsatisfactory job until it is used up and who, after making such an adjustment, often will have the feeling that he should have had a greater reduction. Price reductions, furthermore, tend to tempt some customers to find pretexts for complaints, with the idea that they will bring a rebate on the price.

Where the fault is the printer's it is generally best to frankly acknowledge this to the customer and to tell him that the job will be reproduced without cost to him. If the customer can not wait till this is done, but must use some of the printing that is not as he wanted it, then it is best to let him do so, without charge for what he has used. As soon as the correct job is completed, the printer should see to it that every copy of the unsatisfactory job the customer has not been forced to use is returned to the printer, so that no more copies of it can be used and the printer thereby deprived of business. This can be easily done, without offending the customer, by the printer when he offers to replace the spoiled job making the statement that his establishment does not want any jobs like that out. This has the twofold effect of impressing the customer with the idea that such errors are unusual and of depriving him of the chance to gain something by finding fault with the work, for no matter what may be the cause of his complaint, it will never bring him anything but what he has ordered, and he will always have to pay the full price for it.

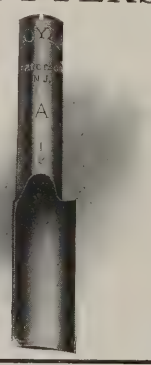
Metal Troubles?

WHEN you have metal troubles and want accurate and safe advice, send a half pound of the metal and a practical letter describing the trouble to L. D. Staplin or A. W. Anderson, 325 South La Salle Street, Chicago, Ill., and you will receive prompt and efficient attention without expense. The Charge is your goodwill toward WILKES TYPE METALS.

Wilkes Type Metals

Are carried at 20 Convenient Warehouses

CUTTERS THAT CUT



Are made in over 175 varieties. A cutter for every routing service.

Send sample of work and we will suggest the appropriate cutter.

John Royle & Sons
Patterson, N. J.
Photo-Engravers' Machinery

ENGRAVOGRAPHIA
STEEL AND COPPER PLATE ENGRAVING

To the Trade Prompt Service

The American Embossing Company
192-96 Seneca Street BUFFALO, N. Y.

The Ad-Viservice

THE greatest advance ever made in constructive newspaper and other publication advertising—it is part of the Franklin Printers Service

¶ A sample copy of The Ad-Viservice sent to any established printer or publisher—also to advertising agency or publicity man—if the request comes on the stationery of the inquirer

The subscription price is small
The returns exceedingly great

Write for special 60-day guarantee offer

The PORTE PUBLISHING CO.
Salt Lake City, Utah

$50,000 would not buy my copy of the Ruxton Course

said a Toledo, Ohio, business man.* Fifty-one other men who took the same course two years ago were also asked to sell. *Only one copy* was available—the owner had died. Five of the men said:

"My Ruxton course in copy-writing is worth more to me today than when I purchased it."—G. B. T.,*—*Norwood, Mass.*

"I could not possibly think of parting with any part of the Ruxton Course."—J. M. B.,* *Brooklyn, N. Y.*

"I wouldn't part with my Ruxton lessons under any circumstances."—L. C. V.,* *Seattle, Wash.*

"I should not care to part with it. I appreciate real worthwhile instruction when I see it."—E. A. W.,* *Detroit, Mich.*

"The Ruxton Course is the most valuable I know and is years ahead of all advertising thought of today."—H. D. C.,* *Chicago, Ill.*

Selling by the Printed Word

in every issue of THE PRINTING ART monthly is a similar course of instruction by Robert Ruxton including illustrated criticism of current advertising. It is absolutely different in treatment and principle from anything ever published. The cost of this department alone is very heavy, yet subscribers get it without extra charge—for the subscription price of the magazine.

The Printing Art is a large, beautifully printed monthly magazine averaging 100 pages (9½ x 12½). Its full-page illustrations are selected from the entire field of commercial art.

The articles in THE PRINTING ART are intensely practical and interest advertisers, business men, printers, engravers—all who use advertising and who sell by printed words.

We know that THE PRINTING ART is a big value because literally hundreds of business men (unasked) have told us just that—but everyone may decide for himself without obligation. Simply note coupon and act.

* Names given on request.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, containing Mr. Ruxton's lessons on writing selling copy. You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly, upon condition that, if at the end of three months I am for any reason not perfectly satisfied, you are to refund the entire sum without question, and I am to keep the magazines without further obligation.

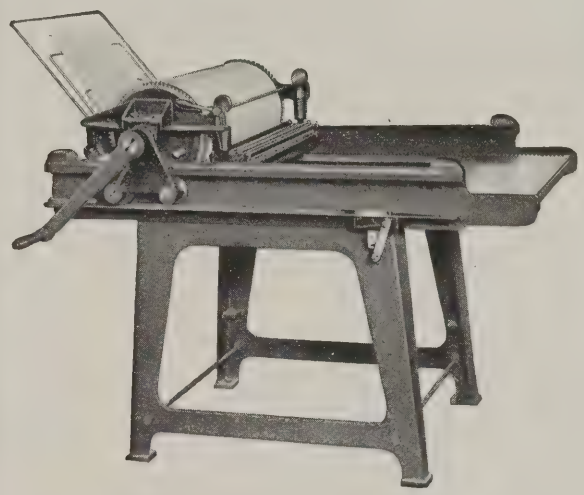
Name _____

Street _____

City and State _____

VANDERCOOK

Rigid Bed Composing Room Presses



COMPOSING ROOM CYLINDER

The Composing Room Cylinder is built in two sizes. The No. 17 is 17″ x 25″ and the No. 25 is 25″ x 25″. The No. 25 machine will print the largest newspaper page locked in type high chase without printing the chase.

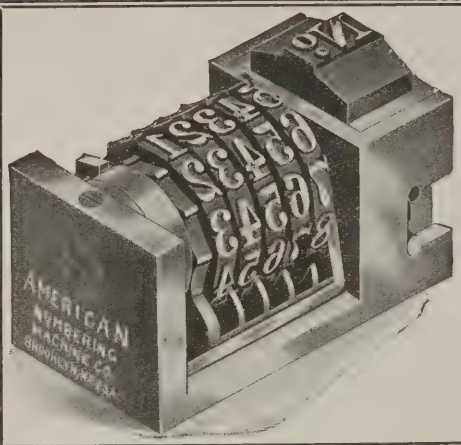
NO. 20 ROLLER SERIES PRESS

The No. 20 Roller Series Press has an automatic inking device and produces proofs of the highest quality up to full three columns galley in size.

For further information address

The Vandercook Press

VANDERCOOK & SONS
Originators of the Modern Proof Press
452–456 N. Ashland Ave., Chicago.



PRICE REDUCTION

	Former Prices	Present Prices
Standard Model 30 5 Wheels	$20.00	$16.00
Standard Model 31 6 Wheels	22.00	18.00

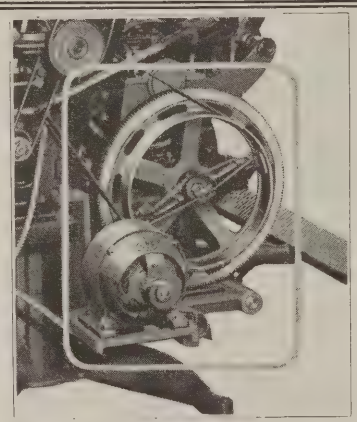
No change in construction. Same Machines throughout that sold for much higher prices.

Your chance to buy the World's Standard Numbering Machines at greatly reduced prices.

All Dealers Sell Them

American Numbering Machine Co.
220-230 Shephard Ave., BROOKLYN, N, Y,
Branch 123 W. Madison St., CHICAGO, ILL.

The Only Typographic Numbering Machine with Cold Rolled Steel Case



Cline Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

Write Us for Further Details

Cline Electric Mfg. Co.

CHICAGO NEW YORK

Exhibitors at Graphic Arts Exposition

Classified

Here is a market-place for everyone—a convenient, economical, result-bringing medium—that will sell equipment for you, secure help, aid you to a new position, if you are seeking one; being buyer and seller together.

The rate is 25c per line, each insertion. Copy must be in the 20th of the month preceding issue, to insure insertion. Address all communications to National Printer-Journalist, Montgomery Bldg., Milwaukee, Wis.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.,
426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

NEWSPAPERS FOR SALE

$500,000 daily for sale for first time. Desire immediate sale. Has big future. National Newspaper Paper Bureau, Mendota, Ill.

NEWSPAPERS WANTED

Daily wanted. We can make $100,000 payment. National Newspaper Bureau, Mendota, Ill.

MACHINERY

FOR SALE.—Goss Clipper newspaper press, 8pp., with stereo. equipment, $2,000; Duplex flat-bed newspaper press, 8pp., $3,000; Goss Semi-Rotary flat-bed press, 10pp., $4,000; Potter newspaper rotary press, 16pp., with stereo. equipment, $4,500. Baker Sales Company, 200 Fifth Ave., New York City.

PRINTING PLANTS FOR SALE

Printing plant and building in Somerset, Manitoba, Canada. First class location. Town 600; divisional point C. N. R. Municipal town with no opposition in municipality. Plant good condition; frame building and 3 living rooms, 2 lots. $3000.00 cash for whole proposition. Write to "Somerset News", Somerset, Manitoba.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS

Megill's Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. & Mfr.
763 Atlantic Ave., Brooklyn
From Us or Your Dealer. FREE BOOKLETS

VISE GRIP

Megill's Patent
DOUBLE GRIP GAUGES

COVERS

FOLDERS

LETTERHEADS

POSTERS

HANGERS

HALFTONES

ZINC ETCHINGS

COLOR PLATES

EMBOSSING PLATES

ELECTROTYPES

OF SINCERITY

The world ever needs and seeks sincerity.

It is the fibre and fabric of all success.

It is both cornerstone and keystone of any business which shall last.

It promotes clarity, confidence, co-operation and commercial growth.

Sincerity is building prestige for this plant.

It is represented in the quality of art and craftsmanship which we offer; in the alert care and studied skill which we devote to every job from the most simple zinc to complicated color plates and delicate halftones.

Our work covers the entire field of engraving under the supervision of men who understand and who work with sincerity.

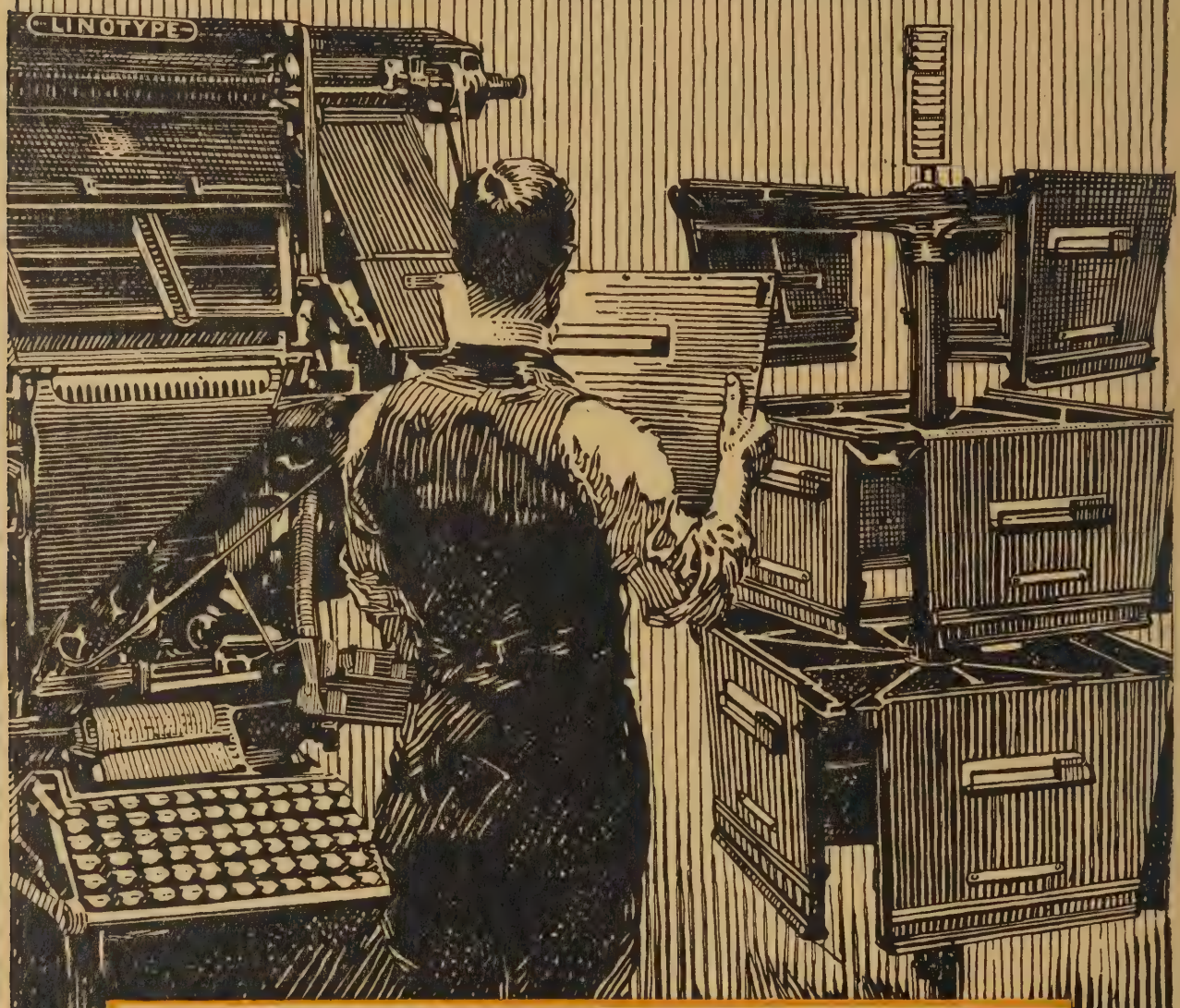
May we include you among our many satisfied patrons?

PREMIER ENGRAVING CO.

DESIGNERS ENGRAVERS

MILWAUKEE 1105 VLIET STREET WISCONSIN

TRADE **LINOTYPE** MARK



The Linotype is built to give many years of satisfying service for the small user as well as the large—next door to the factory or ten thousand miles from it.

There can be no compromise in its construction. Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation.

The illustration shows the operator changing a Linotype split magazine. He can make a change of face in less time than it would take a hand compositor to get out a case of type.

Exhibitors at Boston Graphic Arts Exposition

This advertisement composed entirely on the LINOTYPE

NATIONAL PRINTER JOURNALIST

AUGUST, 1922

Vol. 40, No. 8

THIRTY-NINTH YEAR

Published by
Trade Press Publishing Co.
Milwaukee, Wis.

Subscription Price
United States and Canada $2.00
Single Copies 20c

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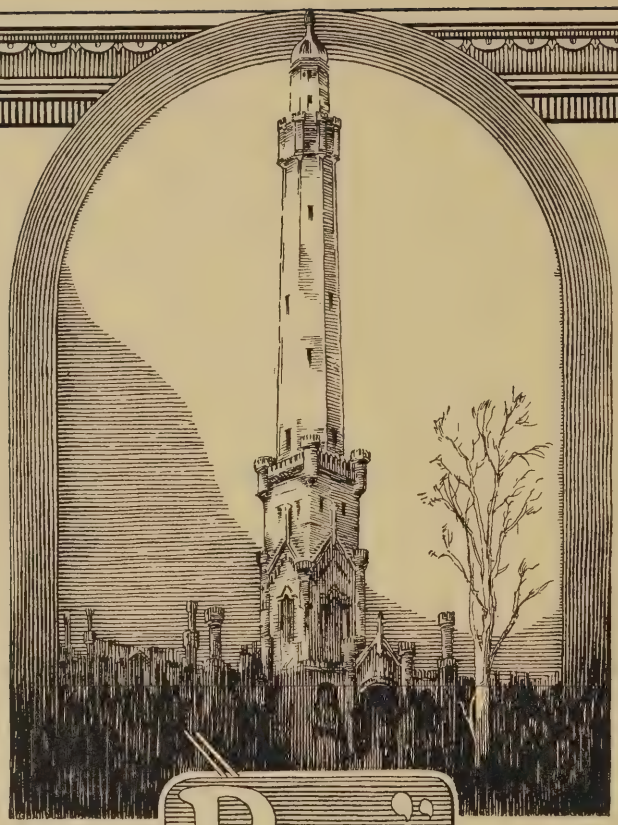
A Monthly Magazine for Printers and Publishers



LANDMARKS

—conspicuous marks varying in character reminiscent of an age or generation, defining a boundary, and early civic improvement, the abode of a pioneer — interesting to the stranger and edifying to posterity, but always an object of identification and direction.

Like a landmark, hallowed by time and dignified by a generation of service, the B. C. Co. mark has been a directing sign to the discriminating buyer, and today reflects the prestige which years of constructive endeavor lend.

BARNES-CROSBY COMPANY

E. W. HOUSER, PRES.

ADVERTISING ART STUDIOS

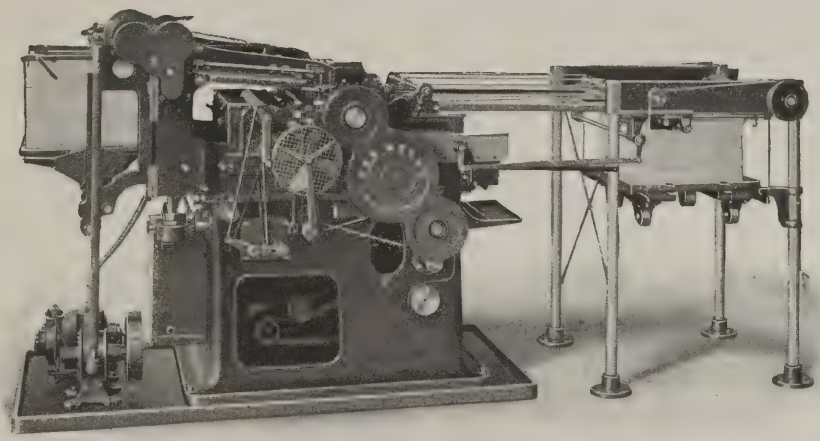
PHOTO-ENGRAVING SHOPS

226-232 WEST MADISON STREET CHICAGO, ILLINOIS

TELEPHONE MAIN 2486

MONEY-MAKING!

That is the Little Kelly's Greatest Quality



The Little Kelly Automatic Job Press, with Extension Delivery

Sold also without Extension Delivery, which is an extra

Gennaro De Pamphilis
51 Greenwich Ave., New York City

bought his first Little Kelly in July, 1917, adding it to a plant consisting of one each 8x12, 10x15 and 12x18 hand-fed platens, which he had acquired after five years of struggle. He had to strain all his resources to buy his ***first*** Little Kelly. In January, 1922, he bought his ***fourth*** Little Kelly, with ease. Read what Mr. De Pamphilis wrote to Mr. Kelly on May 29, 1922:

"This day marks a change in my business affairs. I have placed my firm under corporate management, and after ten years of steady and undaunted work I have decided to take a good rest. However, I find myself bound, as if by duty, to write you on behalf of the Kelly Press.

The Kelly Press has been everything to me. It has meant Work, Satisfaction and Money. Without the Kelly Presses I know that I would still be working day and night, feeding some job presses in order to meet the bills and rent; but, thanks to the four Kellys which I possess, I was given a big 'push,' with the result that in four years I am enabled to realize my dreams. I must, therefore, spread the gospel of Kelly Presses to the platen press printers, that they may wake up and start on the road to prosperity and contentment."

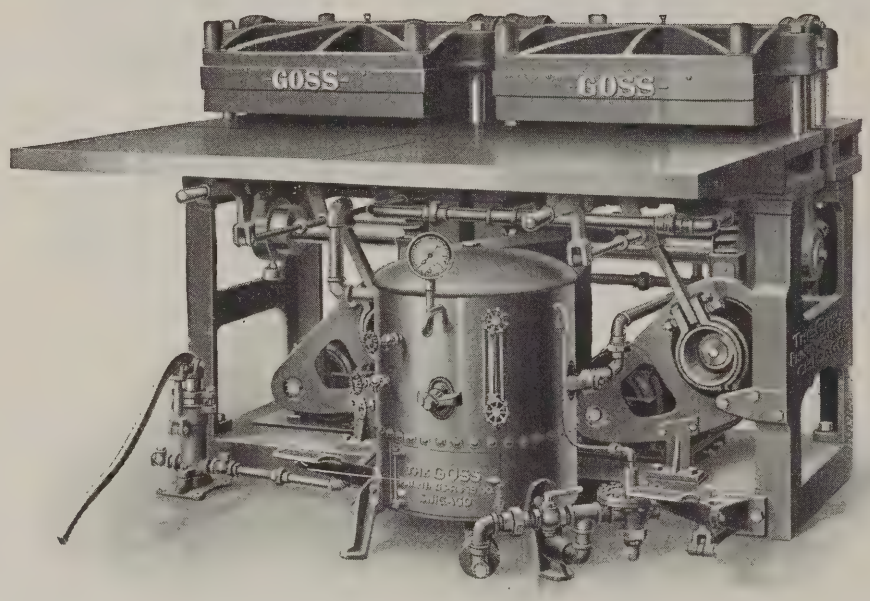
MANY other Platen Press Printers have had a similar experience. Don't take half a step forward. Step at once into the "Road to Prosperity and Contentment," even if you have to pinch a bit to do it. *If you can buy a mechanical feed press, you can buy a Little Kelly.*

FOR FULL PARTICULARS APPLY TO NEAREST SELLING HOUSE OF THE

American Type Founders Company Developer and Manufacturer of the Kelly Press; and also to BARNHART BROS. & SPINDLER, Washington (D.C.), Dallas, Omaha and Seattle, and TORONTO TYPE FOUNDRY COMPANY, for Canada east of Port Arthur. For names of Agents in other Foreign Countries write to AMERICAN TYPE FOUNDERS COMPANY, 300 Communipaw Avenue, Jersey City, New Jersey

SET IN MEMBERS OF THE GOUDY FAMILY

Goss Motor Driven Steam Table



With GOSS Automatic Gas Fired Steam Generator

The Most *Economical* and *Quickest*

Drying Steam Table on the Market

IMMEDIATE SHIPMENT
FROM STOCK

WRITE FOR LITERATURE
AND PRICES

Complete line of Stereo Equipment in stock for immediate shipment

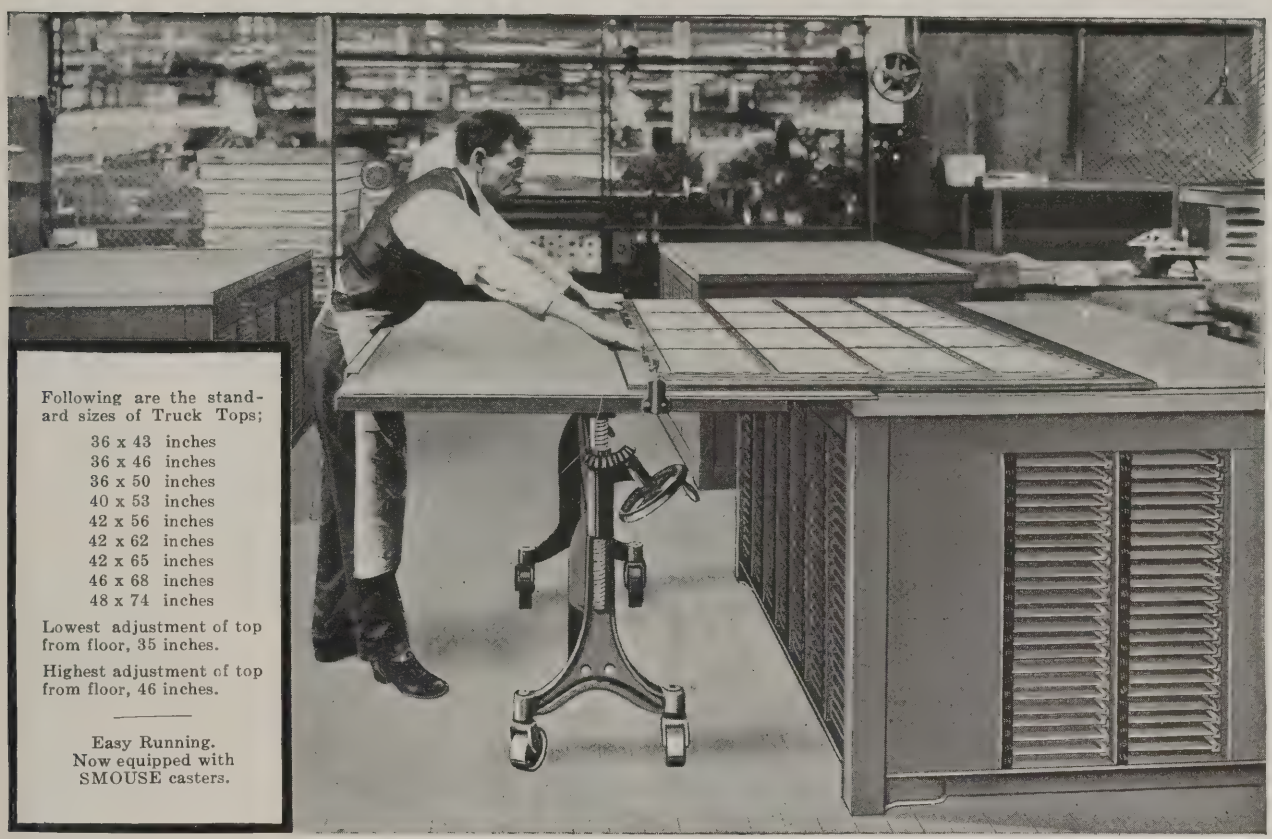
The Goss Printing Press Company

1535 So. Paulina Street

CHICAGO, ILL.

Hamilton (Mashek) Form Truck No. 809

(Patented February 16, 1909; other patents pending)



Following are the standard sizes of Truck Tops;

36 x 43 inches
36 x 46 inches
36 x 50 inches
40 x 53 inches
42 x 56 inches
42 x 62 inches
42 x 65 inches
46 x 68 inches
48 x 74 inches

Lowest adjustment of top from floor, 35 inches.

Highest adjustment of top from floor, 46 inches.

Easy Running.
Now equipped with
SMOUSE casters.

In actual use at Manz Engraving Company, Chicago.

AN ELEVATING form truck with easy adjustment from 35 to 46 inches accurately made of best grade material positive in action and so easy to operate that it is almost automatic. All gears operate smoothly. Table top is made of 11-gauge steel, heavily reinforced and swivels on a central axle, making it easy to tilt. The axle bearings fit in sockets attached to fast ball-bearing adjusting screws at each end of the truck.

The above illustration shows the truck in use with workman transferring form from imposing frame to table top. Lower view shows the top swung back in position for transferring between lock-up section and press or *vice versa* Chase slides into channel (A) at back of table top and is further secured by clamp at (B).

The safest and best method for easy, rapid and safe handling of large forms in chase, either with or without cross-bars. Gears (C) on each end of the frame, operating independently, permit easy adjustment of table top to meet any condition of unevenness of floor.

When the form is placed on this truck, the table top holding the form can be folded as shown in lower illustration and wheeled through a two-foot space.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WIS.

Eastern House, RAHWAY, N. J.

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS

COVERS
FOLDERS
LETTERHEADS
POSTERS
HANGERS

Our New Home

The announcement of our removal to new and larger quarters at 814 Winnebago street, Milwaukee, is of mutual significance and satisfaction to our patrons and ourselves.

To our business friends it means that, with a plant covering 5000 square feet of floor space and with added facilities here offered, they are assured of a still more complete standard of workmanship and service.

We, in turn, find satisfaction in the knowledge that we will be able to reach closer to our ideals of business co-operation.

These ideals include the desire to furnish the utmost in engraving craftsmanship—with skill—with intelligence—with speed consistent with good work—and with an understanding of your needs that permits us to work with you rather than for you.

Our steadily growing list of pleased patrons has necessitated the growth we have achieved.

PREMIER ENGRAVING CO.

DESIGNERS ENGRAVERS

MILWAUKEE 814 WINNEBAGO STREET WISCONSIN

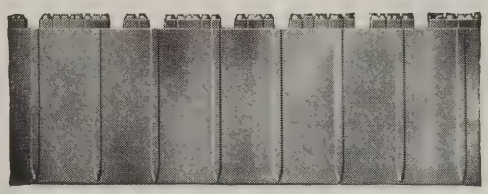
HALFTONES
ZINC ETCHINGS
COLOR PLATES
EMBOSSING PLATES
ELECTROTYPES

ABOUT BUYING TYPESETTING MACHINES

Consider the Product

When contemplating the purchase of any sort of machine the first consideration one gives is to the service it will render; and the quality and utility of its product. Slug-casting machines are no exception. Their business is to produce slugs, and the more perfect the slug, the more serviceable the machine.

The Slug



THE LINOGRAPH'S LOW QUAD SLUG

The Linograph is so designed as to produce a slug that will best meet the most exacting requirements of any printer. It has three special features that warrant the consideration of every good printer.

The Low Quad Line. This feature alone makes the **Linograph** a slug-casting machine to be preferred. Study the illustration carefully. Take note of the unusually low quad line. One can readily see how this will eliminate all the chiseling and routing necessary to prevent blank quad lines from smutting.

The Accurate Alignment. The solid steel, hardened and ground elevator jaws, which have no movable parts to wear or slip; and the accurate and solid lockup insure a more uniformly perfect alignment of characters.

The Perfect Printing Surface. The specially constructed casting mechanism forces the molten metal against all the characters with the same pressure, securing an exceptionally well filled and clear faced slug. This enables much printing to be done direct from **Linograph** slugs without make-ready of any kind.

These combined features make the **Linograph** product, the slug, a truly satisfactory asset to your business. And the slug is but one of the many desirable features that go to make the **Linograph** such a successful and profitable slug-casting machine. Many other equally important reasons are given by **Linograph** owners and users themselves in our booklet "Answers to your Questions". Write for it.

The Linograph Company

Davenport, Iowa. U. S. A.

At Boston August 28th to September 2nd
Booth 66

THE MACHINE THAT GROWS WITH YOUR BUSINESS

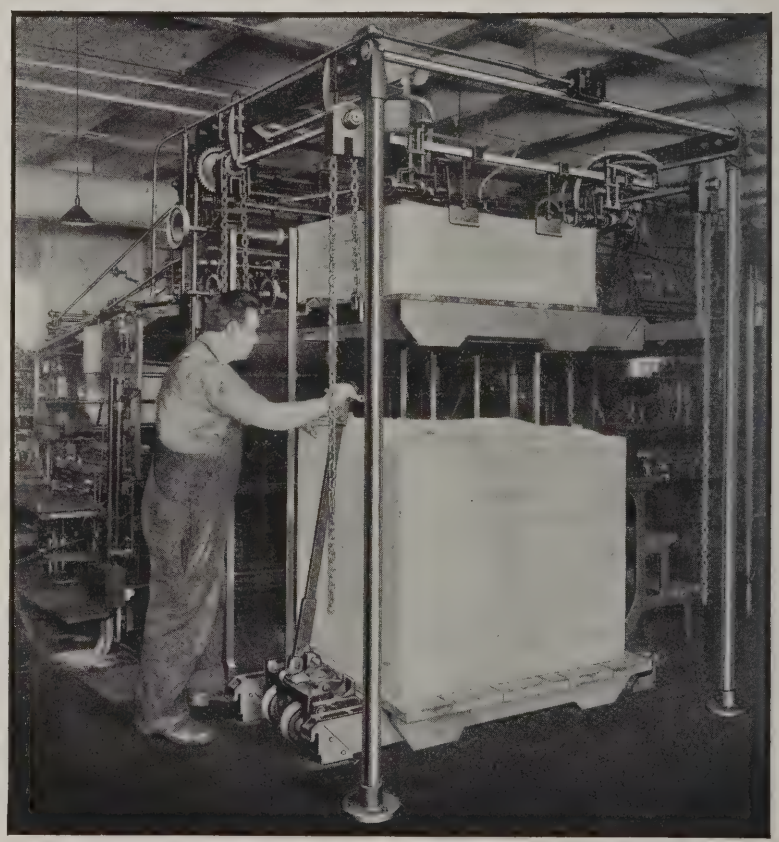
Eliminate 3 to 5 Stops Per Hour

LARGE sheets and heavy stock can be handled in only small lifts on your hand fed cylinder. Three to five press stops an hour for reloading hand feed board cuts 1½ to 2 hours a day off the running time of the press.

The Truck loading feature of the Dexter Suction Pile Feeder solves the stock handling problem and enables you to get the product of a 10-hour day in 8 hours out of your pressroom. Reduction of stock waste comes as a natural result.

"The Suction Pile Feeders are a revelation. Spoilage is nil. We're saving money. I figure that the economy of the Suction Pile Feeders will pay cost of installation in a short time. Our operators are happy and we are completely satisfied."

W. F. PRIOR COMPANY, INC.
HAGERSTOWN, MD.



The Dexter Truck Loading Suction Pile Feeder

Is designed for all sizes of two-revolution presses, offset and lithographic presses, and cutting and creasing presses. It feeds to accurate register the widest variety of stock from French Folio to heavy card-board as fast as the press can deliver.

There are more Cross and Dexter Feeders in use throughout the world than all other makes combined

DEXTER FOLDER COMPANY · 28 West 23rd Street, New York

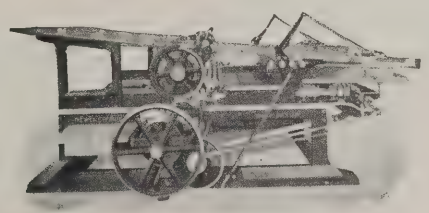
Folders, Cross Continuous, Dexter Suction and Dexter Combing Pile Feeders

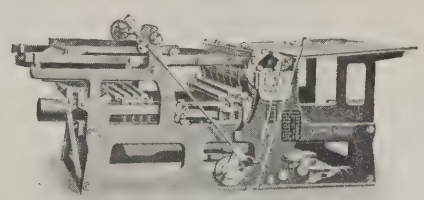
CHICAGO PHILADELPHIA BOSTON CLEVELAND ST. LOUIS DALLAS ATLANTA SAN FRANCISCO

Johnsonized

High Grade Machines for Book, Job and Catalog printing. These presses are all modern machines thoroughly remanufactured, guaranteed to be free from defective material and workmanship and as good as new for all practical purposes.

Further details gladly given to interested parties. Send for complete list of Johnsonized Printing, Binding and Typesetting machinery.





One No. 0000 Miehle, four roller, both deliveries---fly and sheet. Bed 46x 62, equipped with Fuller automatic feeder.....$5500.00

One No. 1 Miehle, bed 39 x 53 four roller, both deliveries.....$3500.00

One Pony Miehle, bed 26 x 34 both deliveries.....$2100.00

One Huber 2 revolution, four roller bed 39 x 52 front fly delivery $2400.00

One Huber 2 revolution, bed 29 x 42 four roller, front fly delivery $2200.00

One Century 2 revolution, bed 25 x 31, 2 roller, front fly delivery $1500.00

One Century bed 26 x 35, 2 revolution 2 roller, front fly delivery $1700.00

One Optimus 2 revolution, bed 36 x 53, front sheet delivery, four form rollers..... $2800.00

One Optimus 2 revolution, bed 29 x 43, four form rollers, front sheet delivery $2400.00

One Whitlock, 2 revolution, 4 roller, bed 35x47, front fly delivery $2600.00

One Whitlock, 2 revolution, bed 29 x 42, 4 roller, front fly delivery $2200.00

One Babcock Express Drum, bed 24x 31, high speed.....$1000.00

One Cottrell 2 revolution, bed 43 x 56 front fly delivery, four form rollers $2600.00

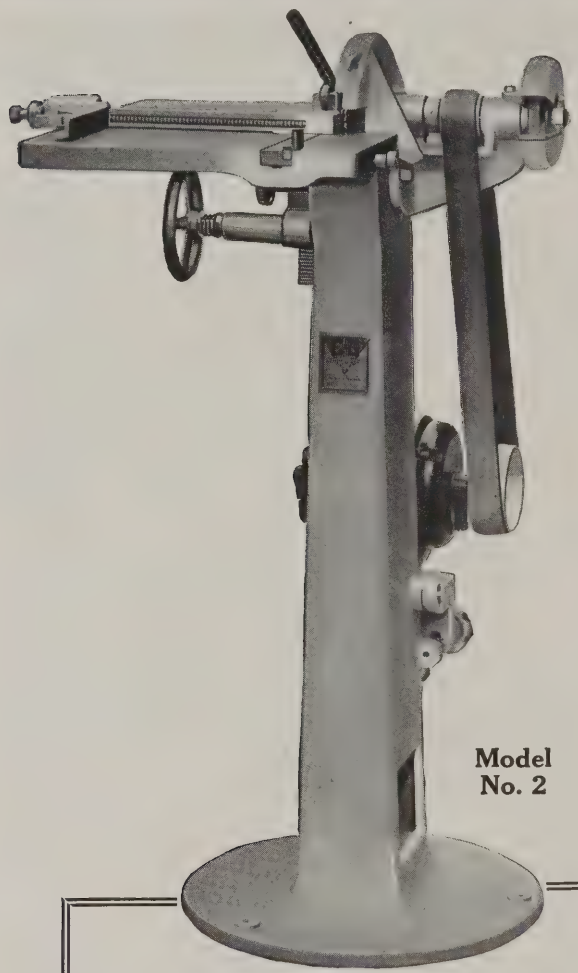
One Stonemetz 2 revolution, No. 3, bed 25 x 33, two form rollers, front fly delivery..... $1250.00

C. I. Johnson Manufacturing Company

Saint Paul, Minnesota

JOHNSONIZED PRINTING MACHINERY—HANSEN TYPE—COMPLETE PRINTING OFFICE OUTFITTERS

SET IN HANSEN TYPE



Model No. 2

C. & G. Trimmiter

Saws—Trims—Miters

YOU will never know what a real Composing Room Saw is until you have used a Trimmiter. Easier for the compositor—economical for the employer. Accurate, clean and safe. Made in three sizes, viz.:

"Ad-Alley Model" **$260.00**
Cuts to 30 picas by points. Built for fast work. Intended as an auxiliary saw. Occupies floor space 16″ square exclusive of motor.

Model No. 1 ..... **$275.00**
Similar to "Ad-Alley Model," but equipped with 60-pica gauge adjustable to points.
Table on "Ad-Alley Model" and Model No. 1 will elevate above trimmer knives for rough sawing.

Model No. 2 ..... **$340.00**
Has large table and can be elevated to any position for under-cutting or outside mortising. Cuts to 60 picas by points.

All machines equipped with Miter Attachment, Miter Gauge and Motor of any standard voltage.

FOR FURTHER INFORMATION, WRITE THE MAKER:

C. & G. MFG. CO.

538 So. Dearborn St. Chicago, Ill.

The No. 20 Automatic Inking

VANDERCOOK

Roller Series Proof Press

The No. 20 Press is one of the several evolutions of the Rigid Bed Idea in printing presses.
It gives you the greatest accuracy in impression; the nearest perfect ink distribution; the quickest, easiest and best handling of all galleys and forms within its scope—all this with the most rigorous simplicity and durability of parts.

For Full Information Address

THE VANDERCOOK PRESS

VANDERCOOK & SONS
Originators of the Modern Proof Press
452-456 N. Ashland Ave. - Chicago, Ill.

—punchy
—pointed
—profitable

those three words accurately describe the most compact, comprehensive publication reaching progressive printers

The Business Printer

Your name and address written on the margin of this ad will bring to you, free of charge, eight consecutive peppy issues of The Business Printer

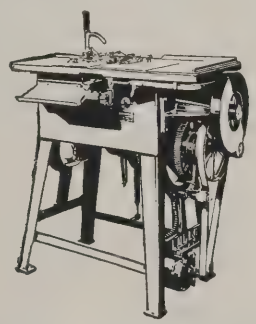
The PORTE PUBLISHING CO.
Salt Lake City, Utah

The Ludlow

For Range of Type Sizes

Your advertisers do like the big, bold and extended typefaces. Your keyboard machines go only to 36 point. Your type cases will yield only a few words in 42, 48 and 60 point. The Ludlow casts these in unlimited quantities, as needed—without storage.

"We have just finished a 128-page New Home and Historical Edition. In getting out this edition we have learned to appreciate the Ludlow. Besides the saving in type and other material we were enabled to set a much more varied line of display."—Aurora (Ill.) Beacon-News.



Striking effects may be had by a page-full of big typefaces. Department store editorials in page ads may be set in 36, 42, or 48 point.

Wide measure—lines full-page width—may be composed in a big Ludlow stick and justified as one line. It is then cast into two or three slugs which join up perfectly.

Bargain pages may be filled with 48 point prices, as 10c, 59c, or $1.50. The Ft. Wayne News-Sentinel recently carried a 59c page. The "59" appeared 85 times in 48 point bold.

Fill a Page with 48 Point!

Big italic—close-fitting, undistorted, non-breakable—beautifies a page when judiciously used. Advertisers welcome this. They see so little of it.

Bold and Extended Faces up to 60 point are the forte of the Ludlow. Our matrices are as big and heavy as necessary and free from keyboard limitations.

Twenty fonts per cabinet always insures a wide range of typefaces—in Ludlow matrices—within arm's length of the operator. The Detroit News, with 125 fonts, devotes one cabinet to each series.

No machine changes: Display lines of a dozen sizes and styles are as readily cast as a dozen lines of all one size and style.

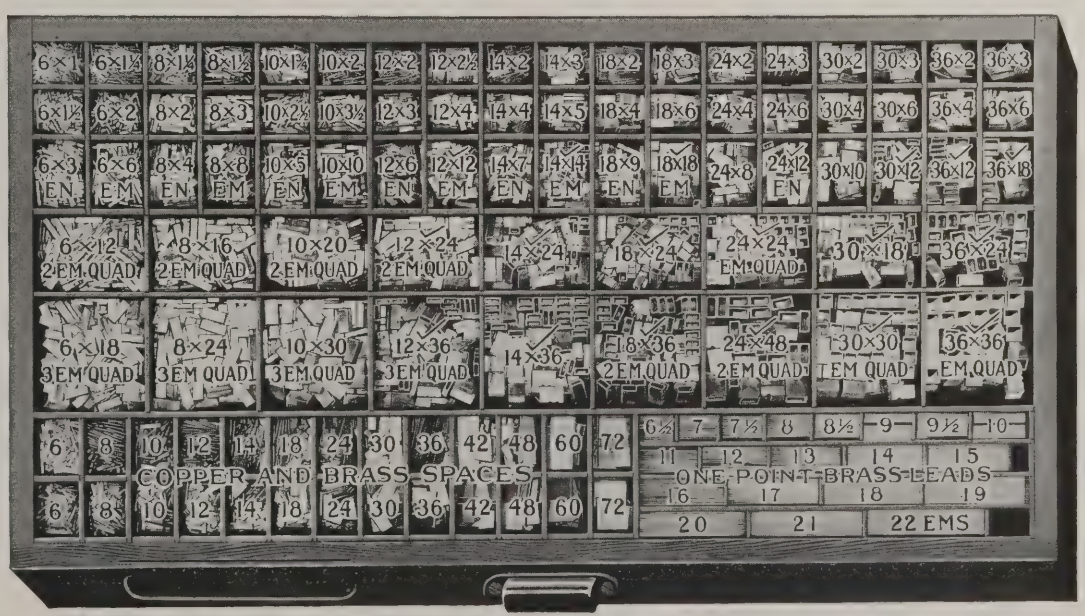
Ask us, on your letterhead, for illustrated literature

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.



Superior Spacing Materials

EVERY MAN WHO SETS TYPE KNOWS
THAT THIS IS TRUE:

"There can be no such thing as Efficiency in Composition until each and every Compositor has been provided with a separate and complete outfit of all the needful SPACING MATERIALS on his individual work bank—ready to hand."

ABOVE we show our new Jobwork Assortment of SUPERIOR SPACING MATERIALS in a standard size case which fits on top or in the rack of any regular cabinet or casestand. The contents provide an adequate outfit of Spaces and Quads [all large Spaces and Quads Cupcast], Copper and Brass Thin Spaces and Brass One-Point Justifying Leads. We have a different Adwork Assortment for newspaper ad compositors. Write for SUPERIOR SPACING MATERIALS circular.

Barnhart Brothers & Spindler

Superior Equipment for Printers

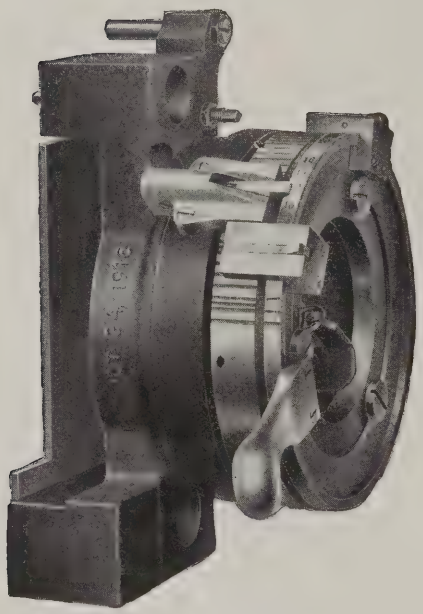
CHICAGO WASHINGTON DALLAS SAINT LOUIS
KANSAS CITY OMAHA SAINT PAUL SEATTLE

7th Reason

WHY the INTERTYPE *IS* "The *BETTER* Machine"

This is the seventh of a series of practical talks on Intertype features. More will follow. Watch for them!

Better Slugs—More Slugs



When developing composing machines of wide range, Intertype designers have never lost sight of dependable operation. They could at any time produce machines of marvelous versatility—machines that would do all kinds of exhibition "stunts"—but until such machines can be made to work continuously, under ordinary operating conditions, they are never offered to the trade by the Intertype Corporation.

Intertype Model D-s.m., with a range from 5-point up to full width 36-point bold and 60-point bold condensed, setting slugs up to 42 ems wide, without assembling and distributing complications, is the leading exponent of practical—*profitable*—non-distribution.

The construction details described below are among the thirty major improvements and simplifications which make the Intertype *dependable*. These and other features appearing in this series maintain the truth of our slogan: *"The Better Machine"*

Left—Intertype Improved Screw-Bearing Knife Block.

Below—Large Crucible and Universal Mouthpiece.

Send for illustrated leaflets about these and other Intertype Improvements.

Screw-Bearing Knife Block.

Full floating knife is so supported that it cannot gouge the slugs or trim unequally and thus cause buckling of the column.

Movable knife banks firmly at each end, instead of in the center only. Insures parallel slugs.

Contains about one-third as many parts as other universal knife blocks.

All point setting from 5 to 36-point. Odd or bastard settings easily provided for without interfering with standard settings.

Two adjusting stops provide for instant changes from one setting to another without looking at dial.

Improved Metal Pot.

Holds about one-third more metal than other pots. This helps to insure uniformity of temperature and saves time for the operator.

An auxiliary gas burner is provided, which reaches up through back of pot and heats metal in and around well. Makes for uniform temperature, helps prevent cracking of pot from expansion, and reduces time required for "heating up".

One standard mouthpiece for all kinds of work, including head-letter.

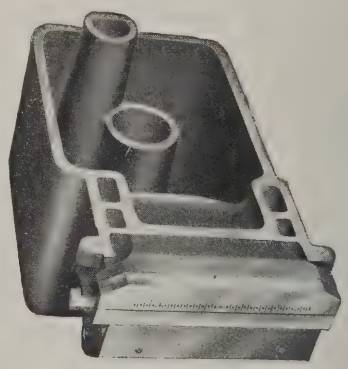
Sensitive Gas Governor.

No mercury required.

Governor actuated by heat in crucible only, not by heat under mouthpiece.

Simple construction; quick action; sensitive to temperature variations.

Adaptable to all conditions by convenient adjusting screw.



INTERTYPE CORPORATION

General Offices, 906 Terminal Building, BROOKLYN, N. Y.

5505 Rand-McNally Building, CHICAGO
305 Glaslyn Building, MEMPHIS

565-G Howard Street, SAN FRANCISCO
Canadian Agents, Toronto Type Foundry Co., Ltd.

Exhibitor, Boston Graphic Arts Exhibition, August 28th to September 2nd

Vol. 40. MILWAUKEE, WISCONSIN, AUGUST, 1922. No. 8

Mill-Brand Paper a Business Proposition

Reliance on Quality and Uniformity Dependent Upon Knowing Source

By H. A. Apple

The sound economic reasons underlying the advantages of using mill brand papers are becoming quite obvious to the commercial printers and to the buyers of printing.

During July a large Milwaukee manufacturer placed a contract for a twenty-five thousand dollar catalogue. He insisted that the printers who bid should figure only on nationally advertised brands of paper stock.

Why? I also asked that question and obtained the following answer from the manufacturer:

"I make a high grade of machines in my line. These I have advertised consistently under my trade-mark name for a number of years. I know that I cannot afford to have a single machine bearing my name leave this plant unless it measures up to our established standard for workmanship and material. In buying paper I presume that mills who have spent much money in building a demand cannot afford to ship paper that does not equal their established quality. I have never yet used a mill brand paper that did not substantially equal the sample that had previously been submitted. So far as I can determine the advertised brands of paper have usually been lower in price, quality considered, than the non-advertised papers offered to me."

The above statement from the manufacturer was most interesting. He really put his finger right on the nub of this whole controversy between mill brands and jobbers' private brands.

I wonder how general this opinion is among buyers of paper! Undoubtedly it is wide spread and from month to month it will become more apparent that buyers of printing will insist upon known brands of paper. These same buyers of printing are daily demanding Ivory soap, Burroughs adding machines, and B. V. D. underwear. Why shouldn't they demand certain well-known national brands of bond, cover or book paper? They will.

And the reason they will demand mill brands is because, economically, mill brands can be made better and sell for less money than "Anybodys Private Brand,"

Why does your wife prefer Ivory Soap? Because she knows that the quality is what she wants; that the bar she buys today is just like the one she bought last month or last year. And she knows that she is getting full value for her money. Can you conceive of the Proctor and Gamble company throwing away this wonderful prestige, worth millions of dollars to them, by cutting down the quality or raising the price to a point where competition could enter?

Every day the newspapers and the commercial printers are telling prospective customers that it pays to advertise; that the cost of advertising really is absorbed and more than offset by the greater volume of business created by advertising.

Do you believe these statements? Do you believe that your customers can, through advertising, do more business on trade marked standardized products and consequently reduce manufacturing and selling expense?

If you do believe these basic truths then you should be consistent and recognize that paper mills manufacturing a standardized product can reduce their costs and furnish you with better paper at lower costs.

Insist upon your jobber furnishing you with nationally advertised mill brands. Do not accept some other paper which is "just as good." You make your living out of other people's advertising. Buy advertised goods yourself.

The Pontiac Press, Pontiac, Mich.

Setting the Pace for the Metropolitan Papers

Modern Plant and Alert Management of Pontiac Press Offers an Example in Enterprise to Many Big Town Papers

By JAMES MARSDALE

"WHERE is the office of the *Daily Press?*" I asked a young citizen of Pontiac, Mich., when I stepped from a Detroit interurban on a recent pilgrimage intended to acquaint myself with the paper named and which I had heard was "some sheet."

"Walk straight up to the courthouse, turn to your left and walk a block and a half, right hand side of the street," was the prompt and specific reply.

I remarked to my informer that he seemingly was well acquainted with this particular location. His reply was significant: "Everybody knows where the *Press* is."

That statement, I later learned, indicated one of the reasons for the more than usual success of a newspaper which, although published in what the blase citizens of the neighboring motor city (Detroit) perhaps speak of as a "small town," might school the big dailies in the proper way to conduct a news sheet.

At any rate, I followed directions and presently approached a most attractive building of two stories, its red tapestry brick showing in places through a dense and picturesque covering of ivy and fronted with well kept lawns bordered with beds of geraniums. With no local Baedeker to consult, I assumed that this was another of those familiar gifts of the late lamented Andrew Carnegie; but graven over the door was the mark of signification: "*The Daily Press.*"

THE COMPOSING ROOM

Just before press time is of course a poor time for an ubiquitous seeker of information to pry about and interrogate, so I went without annunciation direct to the second floor, in at a door marked "Composing Room," and learned what such a room can be and seldom is.

The composing room of the Pontiac *Daily Press* is perhaps one of the most practical and neatest departments of its kind of any in this country. It occupies the rear portion of the second floor. Toward the front are the desks of the foreman and the layout men.

Arranged along the west wall, with windows opposite each, are seven linotypes, while three others are at the east wall. There are two each of models 3, 5, 14, 19 and K. Six of the machines are equipped with gas heated metal pots, while four carry C-H electric heaters. Equipped in this manner, and considering that the four electrically heated machines carry all needed faces of type, an emergency such as a shortage of gas is easily met,—a thoughtful precaution in these days of reduced coal supply. Each linotype is individually motored; all are water-cooled and equipped with Perfection metal feeders.

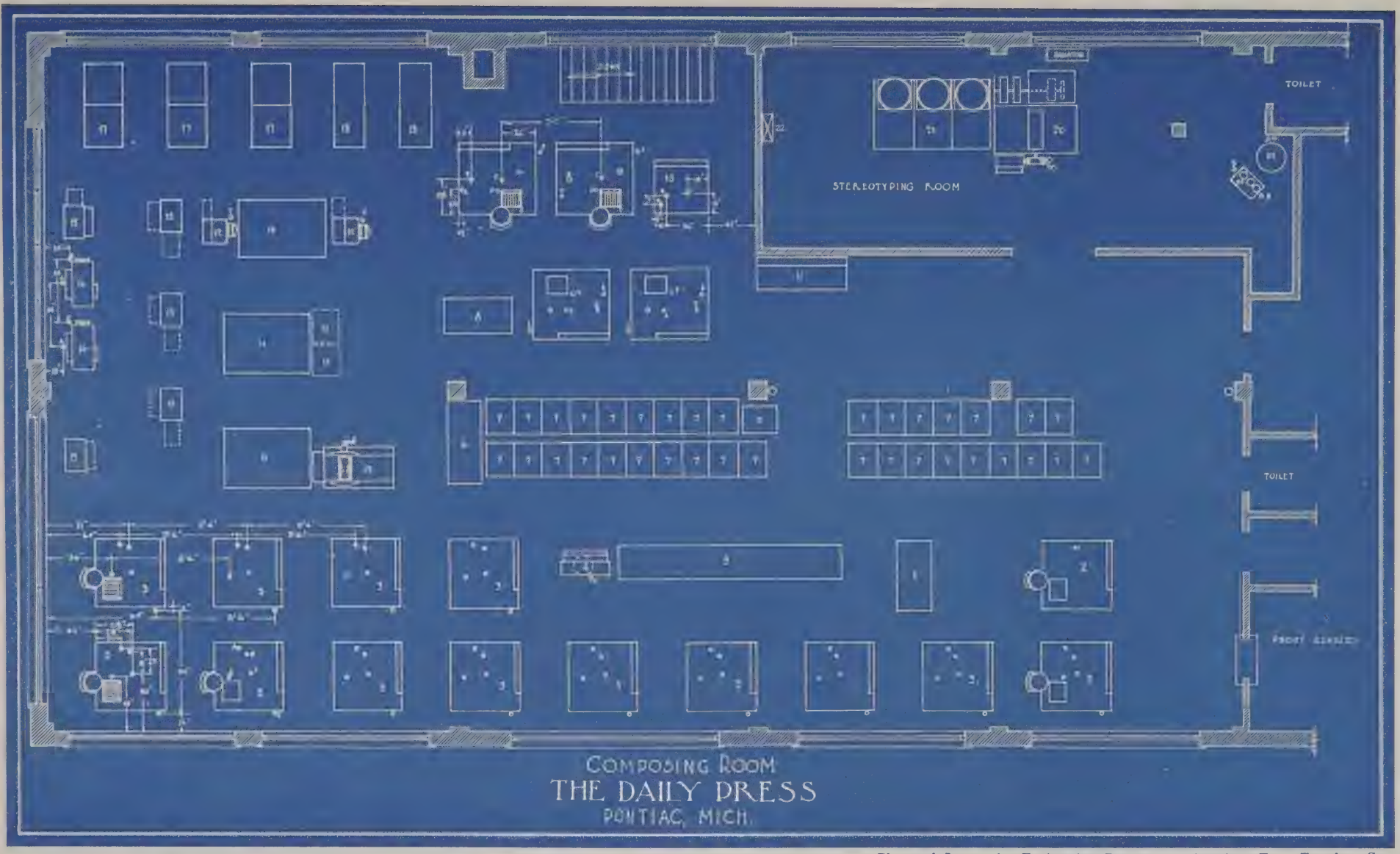
The Press uses the ludlow system of display in its ad department. Queried as to their success with the ludlow, we were told it "beat anything." Brand new type is made for every ad. Beautiful italics of the ludlow lend a grace to *Press* ads that is a marvel of beauty. Two double-font ludlow cabinets offer a wide range of type faces of all sizes. What its operator speaks of as a "sawed-off linotype"—being a linotype caster without a magazine, furnishes leads and rules, borders and a quantity of other material.

The entire general equipment of the room is of steel of Hamilton manufacture. This includes an adequate number of cabinets, banks, galley racks and a practical file for plates and mats for future advertising.

Two Miller saw-trimmers, a Vandercook and a Wesel proof press and a Connersville blower for increasing gas pressure, are used.

A very practical "progressive" system of routing work has been adopted. Machine and hand-set matter is combined at the center row of makeup tables and the pages move uninterruptedly to the stereotype department occupying a partitioned corner of the floor and equipped with three Hoe steam tables. The mats are then dropped through a chute to the stereotype department on the lower floor, which is completely outfitted with every needed device and thence to the press, with no lost motion or "bucking back."

In commenting on the manner of handling the work



Plan and Layout by Engineering Department, American Type Founders Co.

KEY TO LAYOUT OF PONTIAC PRESS

1. Foreman and Copycutter's Desk
2. Head Letter Machine
3. Linotypes, News Machines
4. Electric Proof Press
5. Dumping and Correcting
6. Ad Receiving Table
7. Make-up Tables
8. Ad Foreman's Desk
9. Linotypes, Ad Machines
10. Linotype Lead and Rule Caster
11. Machinist's Work Bench
12. Miller Saws
13. Position for Trucks
14. Ad Make-up Tables
15. Ludlow Cabinets
16. Ludlow Casters
17. Type Cabinets
18. Galley Cabinets
19. Proof Press
20. Matrix Rolling Machine
21. Steam Tables
22. Matrix Chute
23. Linotype Metal Furniture
24. Ingo Caster

A—Gas outlet at floor
B—Water Outlet and Drain
C—Power Line for Motor
D—Keyboard Light (drop from ceiling)
E—Light for rear

A. D. Leddick foreman, remarked: "Our idea of efficiency is to use only as many men as we actually need. This does not mean that fewer men work harder, but because of our modern equipment and efficient arrangement they use their heads and spare waste effort."

The composing room is almost as spic and span as the parlor where a fussy housewife presides; its lighting is perfect and it is spacious and airy. Although at the time of my visit, out of doors the thermometer was trying for an altitude record, the room was cool and comfortable.

Proof and Editorial Rooms

There is no sentiment in progress. If the condition at the Pontiac *Press* may be considered as prophetic, the picturesque proof-readers' room, the messy city

The Advertising Department

room and the dark den of the telegraph editor are to move out. Communicating with the composing room by means of two windows, but quite cut off from composing-room din, is a spacious proof-readers' room, quiet, well lighted and properly furnished.

At the front of the building is a "city" or editorial room that is truly remarkable. Businesslike desks—flat-topped and free from the usual litter, are well placed on a spotless floor. Here is the needed space and the minimum of confusion. The telegraph editor occupies a splendid and secluded office to the east, adjoining the sanctum of the managing editor.

The Pressroom

This department, too, is a surprise. It occupies the rear portion of the main floor and at first glance resembles the interior of a sanitary laboratory. To a height of eight feet the walls are faced with white tile, above which is white enamel.

Centered on the floor is a Hoe sextuple, 48-page press. This is equipped with the Kohler system of press control, which electrically regulates speed and voltage. It is a C-H product. Splendid light is provided on three sides of the room.

Print paper is kept in a separate storehouse on a railroad siding. It is conveyed to the pressroom and the handling to the press is done by electric hoists.

Papers are mechanically conveyed to the mailing room in the basement. Here they are efficiently sacked for mailing, the pouches being handily placed on racks. Also they are counted and distributed through four windows to the newsboys' room, a comfortable space. The remainder of the basement is occupied by cut and issue files, heating plant and storage.

The Business Departments

The front portion of the main floor is occupied by circulation, classified and bookkeepers' departments at the right and the office of the publisher, a conference room and the display advertising department at the left.

The advertising department is one of the largest and most complete that one could find anywhere. A big and pleasant room contains the desks of solicitors and ad-writers. On the walls are proofs of mat services, up-to-date and numbered. Through this display the advertiser can select illustrations. Mats are called for by mat number.

A splendid service department has been developed. Capable copy men are employed. That their services are appreciated may be judged by the fact that one of the largest of the local department stores leaves the preparation of copy wholly to this department. A layout table is provided for advertisers wishing to prepare their own ads.

Miscellaneous Facts

The entire plant of the Pontiac *Daily Press* is impressive and pleasing. Built of reinforced steel and concrete, it is finished throughout in Butler brown oak; the office floors are covered with decorative linotyle flooring. It is of fireproof construction and has a sprinkler system throughout. Ample bath and toilet rooms are provided. With a floor area of 21,000 square feet, 30 feet at the back and 10 feet at the side is unoccupied space to allow for growth.

Associated Press and N. E. A. feature service is used.

The paper was established in 1900 by Harry Coleman. He was publisher until 1914 when it was sold to Howard H. Fitzgerald, incumbent president; Harry M. Fitzgerald, secretary and general manager, and G. H. Gardner, treasurer.

In February, 1914, the paper was moved to a new single-story building at the present location. In 1920 the building was enlarged to its present size.

In many respects the Pontiac *Daily Press* could take numerous larger papers to school in the matter of general appearance, and success, for such a paper is not to be wondered at. Yet Harry M. Fitzgerald, with whom I had a pleasant visit and who furnished me with many facts of interest, takes the growth of his paper modestly. Said he:

HARRY M. FITZGERALD
General Manager of The Pontiac Press

"We aim to produce a metropolitan paper, but with a home 'flavor.' In 10 years Pontiac has grown 135.8 per cent. We have studied our field and given the people what they desired, having faith that the community would appreciate what we offered.

"Although the only daily in the county we do not feel that we have a field to ourselves and therefore can take things easy. We work as hard toward improve-

ment as though competition demanded it."

Intensive work is done on circulation. Carrier boys are given regular talks on newspaper selling; contests are held with prizes offered to the boys showing the highest sales; frequent entertainments are given for the boys. City circulation is handled speedily at the office and three sub-stations. It pays.

"I may be permitted to boast a little of the fact that the people like our paper," said Mr. Fitzgerald. "In the city we have better than 100 per cent circulation."

Asked to elucidate, he explained: "There are 7,050 homes in this city. Our daily local net paid circulation is now 7,700. It is not unusual for two or three members of a family to buy the paper. While mother is reading the paper at home, father buys one at the office. We always have been for the people. They seem to recognize it substantially and are for us."

The youth who gave me the street directions was right. It seems—"Everybody knows where the *Press* is."

Seven-Fold Standardization of Paper

Raw Materials, Processes, Product, Distribution, Price and Uses of Paper All Factors Requiring Consideration of the Producer and the Printer

R. E. RINDFUSZ, PH. D.
Secretary American Writing Paper Company

An Address given before the Annual Convention of the National Association of Purchasing Agents, Rochester, New York, May 18, 1922.

THE economies and benefits of standardization as applied to qualities of goods and processes of manufacture have been so thoroughly demonstrated within the past few years as to be entirely outside the argumentative field. The danger now is that the term is becoming a mere meaningless expression, falling lightly from the lips of the glib-tongued salesman without any comprehension as to its real significance or any knowledge as to whether or not it may honestly be applied to the goods he is discussing.

We have seen the same vitality-robbing evolution manifested with the terms "efficiency," "scientific," and "research", until the mere use of them is becoming meaningless. Such an evolution is common and always to be fought against. The great revivals of morals and religion throughout history have been largely a rewaking of people to the vital significance of terms they were using lightly and without meaning. "The letter killeth, but the spirit maketh alive."

It is therefore my purpose in this short paper to attempt to outline as I see it, the vital significance of the term "standardization." I feel safe in assuming that you purchasing agents, whether you buy directly from the paper manufacturer or not, act on the principle that you must know the ultimate source of your supply, and that the business and maunfacturing methods of your supplier, even tho removed by a middleman, are decidedly your business.

Standardization in the paper industry—to embrace its complete substance and vitality—has a seven-fold application. These are the standardization of (a) raw materials; (b) processes; (c) product; (d) line (grade standardization); (e) distribution; (f) price; and (g) uses. The entire time allowed for this paper could easily be exhausted in discussing any one of these, but I shall attempt rapidly to take them up in order, indicate their meaning, and particularly to touch upon the advantages through each.

FIRST, RAW MATERIALS

Obviously the raw materials going into a product must be of standard and uniform quality, if the processes of manufacturing and the nature of the product are to remain unchanged. Sometimes it costs a little more to hold rigidly to definite standards of raw materials, but the economies far offset this. No one can appreciate better than you purchasing agents the waste of inefficient buying, the small turnover, the immense idle stocks, the tied up storage space, insurance and investment costs and the deterioriation of idle stocks that come when you attempt to buy for requirements that are varying. Under the old method of manufacture, we never knew for any time ahead what was to be made in a particular mill. Therefore, we could not prepare adequately. The amount of money we carried in inventory was largely beyond our control, and spot buying for emergency needs that arose over night due to the arrival of an order was the rule rather than the exception.

SECOND, PROCESSES.

A standard product made in long runs from standard materials allows for the standardization of each step in the process of manufacture. This means the finding out through engineering and plant experience the one best and most economical method of doing each thing and making that "standard practice." It also means the opportunity to have the best equipment for each thing and that equipment completely "balanced" for making the particular product it is turning out.

Since we have inaugurated standardization in our mills, we have released immense amounts of equipment that otherwise were kept for occasional uses. We have been able to move these into other mills where they are finding constant use, and our overhead for idle equipment has been materially reduced.

It must be remembered that in any manufacturing process the various units through which the material has to pass will be in "balance" only within a very narrow range of variation in the product; any considerable change will mean that the same units will not be able to keep up with the others and there will be "down" time. For instance, if the time of beating the stock is increased, and it varies from one to eighteen hours in actual mill practice, depending on the grade to be made, either we will have to employ extra beating equipment with its attendant power supply and expense, which would lie idle part of the time, or during the time of increased beating the big paper machine will lie idle waiting for stock. When you remember that a paper machine costs anywhere from $150,000 to $500,000, you can see what "down" times means.

Again, standardization allows for long and steady runs. Under the old system is was common practice for us to make changes in the kind, color, weight and size of the paper going over the machine several times a day. Each of these changes meant loss of production and wasted paper, since it takes some considerable time to get stock going over according to specifications.

It meant even cleaning up the machine, the beaters, the stuff chest, the Jordan, the screen, changing felts, sometimes changing wires, and making complete re-adjustments. Picture for yourself the expense of such loss of actual running time on a million dollar equipment!

Again, in the short run the entire time of the machine crew is of necessity taken up in getting a product that will "get by." It is only in the long and continuous runs that they can give their attention to the niceties of manufacture which make a little better product, run a little greater speed, which insure for the consumer the desired uniformity and reduced costs and even for the manufacturer turns a small loss to a small profit.

It should be pointed out in this connection that the thing to remember is that each line or trade name of paper, speaking now particularly of bonds, involves on the average three weights, three sizes, and from three to five colors—many of them carry eight or ten colors —thus making a total of twenty-seven or more items to each line. It can readily be seen that there are very few private brands in existence which offer orders large enough to give the advantage of standard processes of manufacture. It should also be remembered that even such a small thing as changing a dandy roll and making two papers which are identical, except for the water-mark, involves a considerable cost, since thru all the processes following the machine, from the rough paper to the finished product, those two lots have to be kept separate.

Third, Product.

It has already been indicated that the standardized manufacture of paper of fixed specifications in large runs allows for the maximum uniformity possible within the limits of manufacturing skill. The uniformity of the product and the knowledge that this is to be made and sold continuously allow the mill to run on a steady production schedule, building up stocks during periods of low demands and depleting them during periods of high demand. On the unstandardized basis, the only alternative is to follow the feast and famine method.

The definitely standardized paper is made to meet particular needs and built according to definite specifications, and is constantly tested to see that it is up to these specifications and that thorough uniformity is maintained. The ordinary paper buyer and paper user is not a paper expert. We could cut a cent per pound or more in quality-value out of each of our higher grade papers and the ordinary user would be none the wiser. However, if we did it there would exist the same incentive for taking out another cent. In fact, that is just what has been done in the past, with multiplicity of brands, both mill and private, though chiefly private. Papers have been built for the purpose of cutting into the trade of another on the basis of that cent which is taken out of its contents. Consequently, the general trend of qualities has been downward and, as a result, low grade papers are in use for which they are not fitted and the paper industry has hurt itself and its customers.

Under the chaos of paper qualities which still exist, you can buy as safely only by one of three methods: (a) become such a paper expert that you are willing to match your own knowledge and judgment against that of any manufacturer or dealer. (I may add that this involves the equipping and operating of a complete paper testing laboratory): (b) Employ such a laboratory or staff of experts to aid in your buying; or (c) buy standardized papers bearing the manufacturers' mark, guaranteed and made according to definite specifications, so that you may know the quality of these papers and the needs they are designed for.

Fourth, Standardization of Line

So far we have talked about the manufacture of a standardized product. However, no one paper or no small group of papers will meet all the paper needs, nor is it desirable to have such an excessive number of papers that the differences between them become small and meaningless and result in confusion. The ideal is to have just enough papers to meet all the real needs, no grades overlapping, and still no grades so far apart as to leave genuine intermediate needs unprovided for. Standardization of a line means just as much blocking up the holes to meet the real needs as it does eliminating the overlapping grades. There is no such thing as a universal paper, and a utility paper is only a makeshift. The real discerning users demand the *right* paper in each place.

Fifth, Distribution

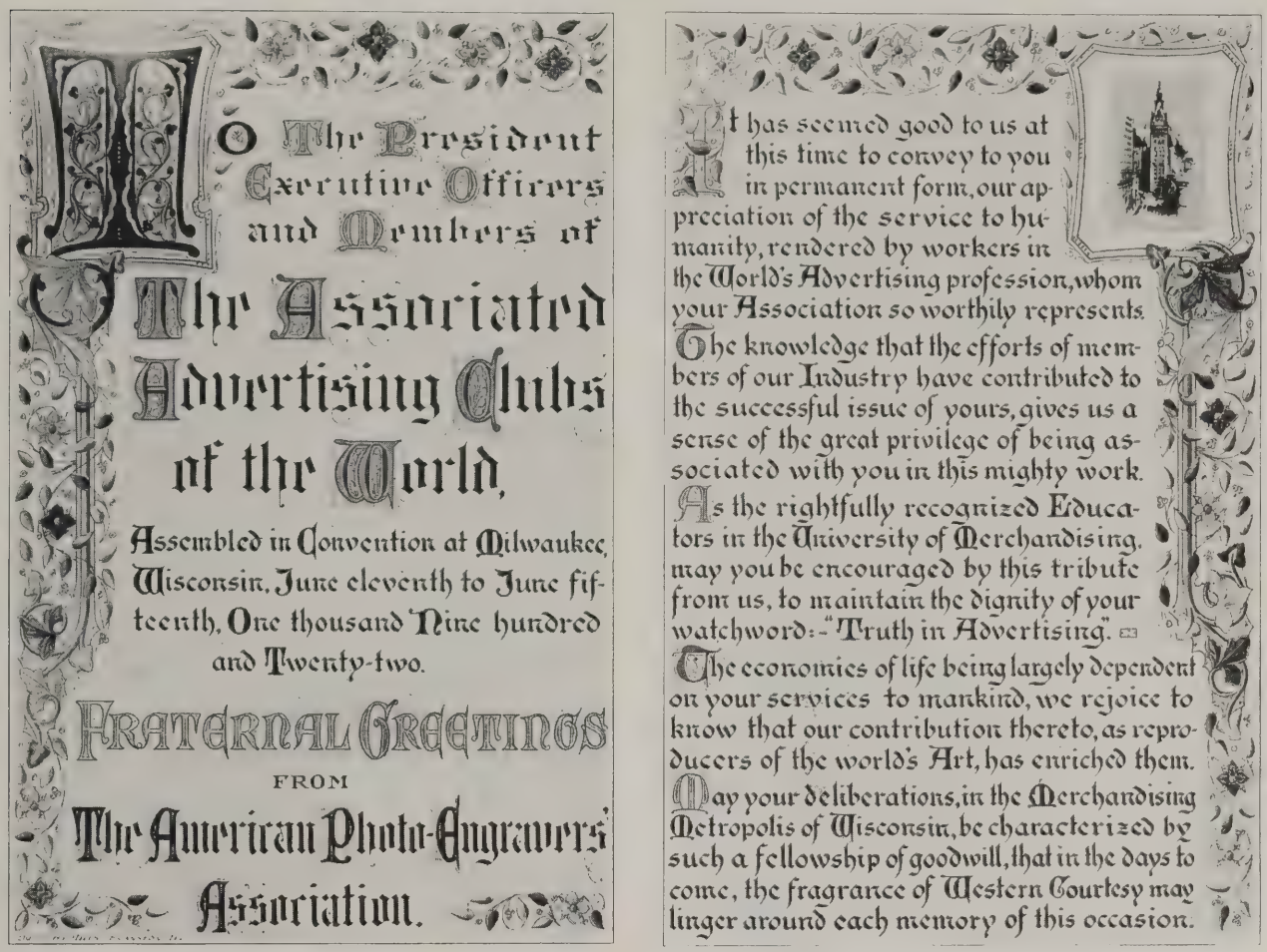
Since each business can expect ultimately a profit only as it serves, the real end of standardization is to effect economies and efficiency for the consumer. The distribution of the goods, therefore, must be by a standardized simple and direct method. The advantages gained by manufacturing economies and the effects of efficient business policies must be passed on without impairment, nor must the identity of the manufacturer and the knowledge of the way he conducts his business be lost to the consumer thru an artificial blind wall built up by the distributor. The distributor has an important function for which he should realize a fair profit proportional to the manner in which he serves both his customers and the manufacturers for whom he distributes. He should not be allowed to pose falsely as a manufacturer. Moreover, the mutual knowledge and relationship between the actual producer and the final market of the goods, or consumer, are too vital, and their interests are too common, for any industry or business to prosper which establishes an artificial barrier between them.

Sixth, Standardization of Price

When values are fixed and known, when the buncombe is taken out of the product and it is made according to definite and open specifications for definite uses; the next step of standardization should be a fixed and known price, uniform throughout, quality and terms considered. The great medium for haggle-buying is unidentified, unstandardized goods of unknown and varying quality, and in such buying the customer is invariably the loser. The unpriced, unvalued, bastard goods form the favorite medium for the commercial adventurer—the plunder-merchandizer, so-called by Mr. Mahin. All standard goods of fixed price and known origin are the logical mediums for the service-giving merchandizer. The former involves no good will and plays only for the individual and immediate deal; the latter combines the good will of the manufacturer who stakes his all on his product together with the good will of the service-giving distributor, and builds for permanency in business relationships.

Seventh, Uses.

It has been pointed out that line or grade standardization must be carried out so that the consumer may be properly served by the goods furnished him. It has also been pointed out that the manufacturer and the consumer must have free and intimate contact so that the knowledge of each may be used by the other; first, by the manufacturer in preparing the goods for the consumer, and lastly by the consumer in the use of the goods. This, we consider the final step in standardization; namely, interpreting the uses of the consumer in terms of the standardized line of goods and passing on to the consumer the information as to the uses for which each grade was prepared, so that the benefits of standardization of the line may be fully realized by the consumer. It profits the consumer nothing that we may have spent a great deal of time and money in preparing an article to meet his need unless he knows about that article and the uses for which it was made.


To The President
Executive Officers
and Members of
The Associated
Advertising Clubs
of the World,
Assembled in Convention at Milwaukee, Wisconsin, June eleventh to June fifteenth, One thousand Nine hundred and Twenty-two.
FRATERNAL GREETINGS
FROM
The American Photo-Engravers' Association.
It has seemed good to us at this time to convey to you in permanent form, our appreciation of the service to humanity, rendered by workers in the World's Advertising profession, whom your Association so worthily represents.
The knowledge that the efforts of members of our Industry have contributed to the successful issue of yours, gives us a sense of the great privilege of being associated with you in this mighty work.
As the rightfully recognized Educators in the University of Merchandising, may you be encouraged by this tribute from us, to maintain the dignity of your watchword:-"Truth in Advertising."
The economies of life being largely dependent on your services to mankind, we rejoice to know that our contribution thereto, as reproducers of the world's Art, has enriched them.
May your deliberations, in the Merchandising Metropolis of Wisconsin, be characterized by such a fellowship of goodwill, that in the days to come, the fragrance of Western Courtesy may linger around each memory of this occasion.

TITLE PAGES and address of welcome of the American Photo-Engraver's Association to the Associated Advertising Clubs of the World, in Milwaukee. When photo-engravers fully realize the true sentiment involved in the expressions used in the above address, their industry will be brought above its present obscurity into the limelight of public appreciation.

Photo-Engravers Spring Into Renewed Life

Quick to Recognize Advantage Gained Through Election of One of the Craft to Head and Steer Associated Advertising Clubs of World

By JACK OAKLEY

AT the time of the campaign, and subsequent election, of Louis E. Holland, as president of the Associated Advertising Clubs of the World, at Milwaukee, there were many doubting Thomases who could not see how a photo-engraver could in any sense represent the advertising profession, especially at the head of the premier publicity association of the world.

The person who thinks in terms of advertising usually associates the executive heads of the Associated Advertising Clubs of the World as being men who write and prepare advertising. It seldom occurred to them that the fabric of advertising is woven from a cloth that covers a multitude of diversified art and industry, any one of which is as important to advertising as the mere writing or preparation of a publicity campaign.

Folks ordinarily have looked upon the photo-engraving industry, not as the hand-maid of advertising, but as a sort of adjunct or service to be employed after a campaign of publicity had been worked out.

Nothing can be further from the truth. No industry is more closely allied with advertising than that of photo-engraving. Indeed, a very large share of the credit for the success of present-day advertising is due to the photo-engraving industry. Through the artistry of the complete service rendered by photo-engravers, and the natural result of this intensive devotion to art, advertising has blossomed forth in illustration that is so closely in accord and in harmony with the subject matter that its appeal to the reader comes more nearly being 100% result-bringing. Present-day advertising, from the viewpoint of illustration and copy are like the proverbial Topsy—"they just seemed to have growed," because they go hand in hand.

This article is in no sense an appeal in an effort to explain away the entrance of the photo-engraver into the sanctuary of advertising. Nor is it a defense of the photo-engraving industry. The fact of the matter is that the advertising gentry in general have not appreciated to the fullest the potential factor that photo-engraving has been to advertising.

The photo-engraving industry has been of unique service. It has been the means of conveying art,

science, and product in the simple language of pictures. It should therefore rank for efficiency and popularity among the highest of our arts, yet, because it has been looked upon as an industry, photo-engraving has not obtruded itself upon the public, and it seems to be considered a negligible quantity when unsought, though very desirable publicity is now in evidence. So negligible is it, however, that neither art, science, advertising or printing could have gained their present efficiency without that service which the pictures from photo-engraved plates have made possible.

It is well that photo-engravers who clearly understand that the Associated Clubs of the World does not stand alone for mere details—by which the bulk of humanity understands advertising, but for that *something* which under the name of *advertising* comprehends efficient service in the selling of anything salable, be it a nation, a community, an institution, an industry, a product, or the good will of humanity—the principles are fixed.

One of the big features of the ad convention in Milwaukee was the presentation by the American Photo-Engraver's Association, to the convention, of its address of welcome, by Charles A. Stinson, of Philadelphia, first vice-president of the Photo-Engraver's

Presentation and Permanent Binder of Elaborately Decorated Address of Welcome of Photo-Engravers to Associated Advertising Clubs of the World.

Association, of a beautiful brochure with illuminations by Miss Dorothy Hills of Evanston, Illinois, containing their address of welcome. The idea of the copy and lay-out were by Thomas Sheppard, advertising counsel of the association, who worked for and on behalf of Arthur F. Kwett, chairman of the publicity committee. The beautifully illuminated pages were inclosed in a magnificent presentation and permanent binder produced by the Heinn Co., of Milwaukee. The entire work reflects great credit on those participating in the production of this work.

To further capitalize the advantages gained by the photo-engravers at the Milwaukee convention, Thomas Sheppard, counsel for the American Photo-Engraver's Association prepared a very comprehensive booklet in which the address of welcome plates were reproduced and letters from prominent advertisers all over the country were printed showing the importance of photo-engraving in relation to advertising.

Psychology of Selling

This is a story told of two salesmen, both selling the same product for different houses. The first salesman approached the merchant, handed him his business card, and asked for an order. The commodity was nails. The merchant didn't need any. He was full up on nails, but out of idle curiosity he asked the price.

Here's where the salesman thought he was getting his best foot forward. He promptly quoted his price and argued that it was a low price and that nails were a good buy at the price. The merchant wasn't interested, and the salesman walked out.

Salesman number two approached the merchant some time later. He had no business card. Instead he handed the merchant a few sample nails. Starting his sales talk about "profits in nails" His story was about exclusive quality and service that was full of interest.

The merchant again asked the price. Instead of giving price first, this salesman emphasized his firm's reputation, rapid turnover, quick profits to the merchant and then the price. He proved his goods to be the right quality and got the order.

Printers' Ink (weekly) in commenting on the difference in the two kinds of salesmanship, has this to say on selling methods:

"Inefficient salesmen rely upon price as their leading sales argument. When price does not bring the order they try the second argument of the weak-kneed order seeker—a special concession, or it's equivalent, a gratuity, to call it by no harsher name.

"When the price concession fails, recourse is next made to the influence of some outsider with whom the prospect is acquainted, by means of a letter of recommendation or a personal word. When neither price concession nor outside influence avail him, the seller rests his case on personal acquaintance. His final argument is to play upon the prospect's feeling by means of whining importunity or bullying insolence."

And lastly this same article gives ten commandments for successful selling.

"1. Opportunity. A sale is an opportunity for both buyer and seller to make money.

"2. Profit. This is the buyer's first and biggest interest, profit through resale or profit from use.

"3. Quality. The product must have something distinctive and better about it to entitle it to consideration.

"4. Service. Intelligent service rendered customers, or performance or whatever the article will do or however it will serve the man who uses it.

"5. Prestige. Whatever of good will has been earned by the product and made a part of public opinion by advertising.

"6. Reputation. The company's fair name and the good report of the men behind it. In a word, confidence.

"7. Personality. The salesman's personal persuasiveness or power over the buyer.

"8. Acquaintance. Thrown into the balance for good measure. Few sales are made better merely because buyer and seller are well known to each other.

"9. Influence. An outsider's good word, a testimonial letter or a spoken word of endorsement.

"10. Price. A necessary concomitant of every sale. Last in place in a well-prepared interview."

✻

The office is just as important as the mechanical department. If you are too close to your business to see its flaws call in some one who knows and can point out to you how you may economize by adding new and better methods. In cost accounting, office routine or handling the customers, there may be a better way. Find it and use it for your own better success

Engraver's Work Attracts National Attention

The illustration of the etching reproduced herewith is the work of Paul Hammersmith of the Hammersmith-Kortmeyer company, Engravers and Printers, Milwaukee, Wisconsin. It has attracted nation wide attention, both from its technical handling and the subject matter. The etching appeared in the current issue of the Woman's Home Companion, and has been widely reproduced by some of the most notable trade journals and magazines.

Skyline of Milwaukee
By Paul Hammersmith

The Hammersmith-Kortmeyer press has achieved signal distinction in the field of college and high school annuals. Each year it produces in the neighborhood of one hundred separate books of this character, ranging from the ordinary, to those replete with the finest work of the engravers, typographers, and letter press art.

Because of an intensive study of architecture and landscape, for the attraction and interest they will lend to engraving, Mr. Hammersmith has been a student of city sky-line and landscape in all its varied phases. His work, as illustrated by the etching shown above, stamps him as an artist with vision and the ability to work out the things that he sees.

I Am The Printer

I am an artist, an artisan, and a pillar of the world's civilization. I make possible the progress, education and advancement of the human race. Through my faithful hands must pass the message of the philosopher, the dream of the poet, the music of the master, the laws of the forum, and the history of the world. I record the doings of mankind from the sunrise of time to the dawn of eternity. I am a master of the world's greatest craft; I am the architect of the printed page; I AM THE PRINTER.—W. H. COUSINS.

The printer with vision, who backs it up with action, usually has his plant running full tilt. It your wheels are not moving top-notch, get behind them and apply the needed energy.

Utilizing Blotters as Business Cards

By BERT DALLAS

Several printing concerns are now utilizing blotters as business cards, and the idea has proven to be a business builder in many instances. These blotters are of the pictorial variety, lithographed in colors, the subjects usually being pretty girls' portraits. The size is 3½ x 6¼ inches, a popular size for a desk, and also suitable for inserting with letter-heads, bills, etc., in No. 6¾ business envelopes. Blotters of this kind, ready lithographed with an assortment of pictorial subjects, may be bought from any of the larger paper houses. The blank space under each picture gives sufficient room for the printer's advertising card.

One of the printers referred to recently went out on a selling tour among the local merchants, manufacturers, storekeepers, and other business folks. Instead of presenting the usual business card at the places visited the printer offered a couple of the illustrated blotters, and in practically every instance the blotters were gladly received. In several cases the recipients were so deeply interested in the blotters that they asked for prices on that product, and the printer naturally "talked" for such business in addition to asking for orders for other kinds of printed matter. A number of manufacturers, dealers, etc. subsequently placed orders for the blotters to be imprinted with their own advertisements.

Printers who may care for this class of business could doubtless work up numerous orders for the lithographed blotters among their regular customers, and it would not be difficult to sell this line among the business firms in general. It should be mentioned that the stock lithographed blotters come in various sizes and styles. They are exceedingly attractive, and the cost per thousand is comparatively low.

Competition and Price Cutting

The American Institute of Architects does things better than most printers. Here's an extract from the Institute's documents:

"To compete with a fellow practitioner in rate or amount of compensation is degrading both to the profession and to the competitor, is detrimental to the best interest of the client and is inconsistent with the spirt and high tradition of the profession."

Commenting on this in a letter to the New York Tribune, Electus D. Litchfield further states:

"It is perhaps unnecessary to add that the outstanding characteristic of professional practice is the constant, intense competition in the *quality of the service rendered* and toward the attainment of the ideal in the completed work."

Here is new version of an old thought on competition. Quality of service, not price!

And this from an address by Hon. John B. Gaskill, Chairman of the Federal Trade Commission, should also jolt some of the persistent price cutters:

"Cutting selling price below cost is impairment of the seller's capital, and nothing else. It is pouring out of the reservoir more than is taken in. In economics, as in physics, this means the emptying of the reservoir, the exhaustion of capital. It means absolutely inevitable bankruptcy to the one who practices it unless the deficiency can be offset by a more than equal gain elsewhere.....Because I believe that selling below costs is an unfair method of competition, I believe that a group agreement not to practice this method of doing business is a lawful agreement."

We rise to remark that Mr. Gaskill said a stickfull.

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713 Star Bldg.

WESTERN REPRESENTATIVE—
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513 Pacific Bldg.
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405 Walker Bldg.
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SUBSCRIPTION RATES

In the United States, Cuba, Mexico and Canada, $2.00 per yr.
Foreign subscriptions, $3.00 per year.

MILWAUKEE, WISCONSIN, AUGUST, 1922

Truth in Advertising

(Editorial from The Milwaukee Journal)

IT is only a few years since the average advertising solicitor was — well overstating the brilliant prospects he had to offer. The man who claimed most circulation had the best chance of getting the advertisement. Streams aren't given to rising higher than their source, and the advertiser in turn was — well overstating the brilliant things he had to offer. He knew Jones was saying that his third rate stuff was first rate, and he had to do what Jones did. At least he thought he had.

In just a few years all that has changed mightily. Newspapers couldn't stand it. Everyone knew circulation claims were exaggerated, but no one knew how much. Today an audit bureau calls on the newspaper for a statement every three months and makes its own inspection once a year.

Well, that interests the advertiser, but how about the public? The growing business of advertising needed a standard that could be universal, and the business of advertising needed an ideal. One word answered both needs, Truth. And truth is what the advertising clubs set up as attainable ideal. The current was turned. After all, if Jones lied, his customers would find it out, and then if he didn't lie, your customers—and some of Jones'—would find that out. Words used to be pretty cheap in print, and someone coined the expression "lie like a catalogue," but today a catalogue, or any other advertisement that goes in for lying, is pretty dear. Perfection! No, that is still in the distance, but if anyone stops to think about it, he is going to realize that thousands of his fellow men today believe what they read in advertisements and act on it.

This means alertness on the part of trade and advertising mediums alike. There are plenty of new fly-by-night merchants ready enough to print lies, to take advantage if they can of the established business that has to tell the truth. But that kind of business finds it hard to break in, that is, in self-respecting papers or magazines. The publisher scans his advertising copy as carefully as anything that goes into news, he has to give sound business the assurance that it will not be found in the company of cheats and tricksters. There are securities hawked about in shops and homes and offices today that cannot break into the advertising columns of any decent newspaper.

An untruthful advertiser is a liability to a newspaper, because he is a liability to every sound business. And so a newspaper is a protection to its readers. The best of them want to be; the rest of them, in ever-increasing numbers, have to be.

It is not smart today to lie about your wares. And while truth is pleasant to discover and an ideal we like to hold, it also conquers because it pays.

Fine Printing Gaining Favor in the United States.

A RECENTLY issued book, published by the Alfred A. Knopf publishing company, is credited with not only the publisher's and author's name but those of the printer, binder and papermaker. This is but one of the constantly recurring evidences that many houses are genuinely interested in providing an artistic format for their wares, says the New York *Evening Post*. An essay which A. E. Gallatin has just published on "Modern Fine Printing in America" gives due credit to men, who, like D. B. Updike of the Marrymount Press, William Dana Orcutt of the Plimpton Press, and Bruce Rogers of the Riverside Press, have labored for the improvement of American typography. In the pages on book production which he regularly publishes in the London *Mercury*, R. H. Newdigate praises fine examples of American printing only less frequently than of British, and his comments show that British publishers and printers are watchful for new artistic American type designs.

The old way of publishing a book was to send to the printer for estimates and strike as hard a bargain as possible for quick production and low price. The better way is for the printer and publisher to collaborate in the issue of as tasteful and satisfying a book as the funds allow. Much is due to the various private subscription presses, which have especially flourished in England since William Morris set up his Kelmscott Press in 1891. In the design of new types and the revival of old ones, the tasteful handling of initials, margins, and headings, they have taught many lessons to commerical printers and have helped educate public taste.

But it is the commercial printer, not the press which sells a very limited edition of Boccaccio or Malory for $50 a copy, in whom most of us are interested. The country of the presses first named above, the Knickerbocker, De Vinne, and Lakeside Presses, fortunately has not lacked for good examples. A recent issue of the Publishers' Weekly praises a dozen books by eight or nine publishers in which the presswork has special merit.

About Rate Cutting

Were we to compile a primer of success for the newspaper publisher we should certainly include one sound precept. It would be, "Do not cut advertising rates".

Bargaining with an advertiser may seem to be good business for the purpose of luring display copy into lean, new columns. There may seem to be no harm in allowing the prospective buyer to bargain a bit in in his purchase of space, and it may be argued it is really worth while to "make a showing", even though a profit is not made or a small loss is experienced.

Such a practice is not good business. It never was, and its results are often disastrous, in that it may lose the confidence of all advertisers.

We happened across two instances recently which bear out our point. A certain publisher is experiencing difficulty in securing advertising copy. New business is almost impossible to secure, while many of the original advertisers are deserting the columns and appearing in a competitor's paper. We made it a point to inquire of certain advertisers the reason for this and learned that it was not due to failure of the publication to produce results, but rather that the publisher had been known to cut rates, and to maintain a most elastic scale of prices for space obtainable in ratio to the bargaining ability of the buyer. As a result confidence had fled, and as one advertiser said, "Any paper that uses those methods must be a cheap outfit. It is no business house at least." And this came from a man who had himself used space after a successful dicker for his own price.

Contrasted with this was the case of a publisher whom we recently interviewed and who said, "Much of our success is due to the fact that we have one scale of rates from which we have never deviated. Our advertisers know that our treatment of patrons is equitable, and that no close friends are receiving any favors at our hands."

You may know of a store which sells merchandise at a figure rated by your argumentative ability as to price. Your opinion of that store is not the highest, and even when you have purchased something at your own price you have doubted the worth of the merchandise, and have a suspicion that probably you have been "stung".

Adopt a space rate that is fair to yourself and to the advertiser. Apply it without variation. There is dignity in the application of proper business principles. What is more important, however, is the fact that your business destiny depends on the amount of business principle which you apply, and certainly rate cutting is very poor business.

The Errand Boy

Most newspaper offices and job shops have in their employ what is often considered as a general nuisance, but is, in fact, an important cog in the institutional wheels. We refer to the Errand Boy.

Considered in his first classification as the nuisance and pest, the errand boy qualifies through his propensity towards mischief of a rank such as only his imaginative powers can devise, and his capability for becoming invisible when most needed.

In the role of the important cog he is, however, worthy of serious consideration.

As a matter of fact, much of real importance rests upon the rather frail shoulders of the boy, whether he act as general roustabout, runner of errands, or "devil" in the print shop. Much of the contact of office and shop with the outside world is entrusted to him. His mistakes may be costly, and his lack of tact dangerous. Conversely, his understanding, diligence and common sense may be features of extreme value. Who knows, but that through his manner of handling his rather insignificant job, he may become one of the principals of your business.

It is therefore a common sense investment to select the errand boy with care. Choose a lad of sufficient intellect and ability to learn; one who can be taught the wisdom of the open eye and the closed mouth, and one whose youthful pep can finally be diverted from annoying pranks to an application towards business growth. When you select such a boy, do not merely add him to your payroll and forget him, but occasionally take him into your council and promote your investment through his development. Perhaps you may even learn something from him.

There is a current crop of heroes of the Horatio Alger and Oliver Optic type of the past. Perhaps there is one in your shop. Watch him and help him to grow. It will be an investment.

"Do It Now"

Where will you find a business office or shop wherein, somewhere about, is not posted the old printed platitude: "Do It Now"?

No doubt, the slogan, through long presence, has lost its significance to many. For such, let us advise that to the slogan be added those lines written by Goethe and which somehow do spur a man out of the pleasant vale of indolence to the plains of action:

"Lose this day loitering—'twill be the same story
Tomorrow—and the next more dilatory
Then indecision brings its own delays,
And days are lost lamenting over days,
Are you in earnest? Seize this very minute—
What you can do, or dream you can, begin it
Courage has genius, power and magic in it
Only engage, and then the mind grows heated—
Begin it and the work will be completed."

Education and the Printer

On the outside cover of The Imprint, the weekly bulletin of the New York Employing Printers' Association, under the above heading is printed a little gem signed with the name G. Frederick Kalkhoff, the Executive Committeeman from the nineteenth (or New York City) district. It reads as follows:

"The same kind of ignorance which, operating on a large scale, causes wars between nations, makes industrial competition a battle instead of a healthful stimulation. Only through organized education will the Printers of this country be made to see that there is room for all, work for all, and the possibility of success for all."

Think While You Are Resting

Perhaps some of you readers are now enjoying a midsummer vacation. No doubt you have earned it and should take it.

However, do not get too far away from business. While you are resting is a good time to do some clear thinking about the things you intend to do when you you return to the job. It won't hurt you a bit.

All in Readiness for Big Boston Exposition

Boston Club of Printing House Craftsmen Prepared to Exhibit Greatest Array of Graphic Arts Equipment Ever Assembled in the United States

"SHARE your knowledge." This is the motto of Printing House Craftsmen the world over. With it, members of the printing craft have undertaken the task of furthering education, of assisting each other and of advancing the art of printing.

The first club of Printing House Craftsmen was formed in New York City about 12 years ago for the purpose of helping the members solve their every-day problems and for which there was no organization to which the executives could go with their troubles.

It was this need for opportunity to discuss their work with their fellow craftsmen that led to the first Club of Printing House Craftsmen. Since that time club after club has been formed, and today the spirit of co-operation in these clubs is one of the outstanding features of the printing industry.

On Sept. 13, 1919, a meeting was called in Philadelphia to discuss the formation of an International Association of Printing House Craftsmen. First among the purposes of this new organization was the strict preservation of autonomy of the clubs. A voluntary organization, it had no power over any of its constituent bodies except refusal to permit them to participate in its proceedings unless conforming to its simple laws.

Its sole purpose was to be a connecting link between the local clubs and form the means of organizing new clubs in cities which had no such clubs. It is the very simplicity of the constitution of the International Association that makes it a useful organization. As a voluntary organization it holds no terror for any of its members. It has no axe to grind.

The object of this association is to encourage and foster a feeling of friendship among active supervisors of printing and allied trades, and to stimulate an interchange of ideas and the discussion of methods employed to improve the efficiency in the management of manufacturing departments of such trades.

There are three classes of membership in the club: First, active members; Second, contributing members; third, honorary members. Only active members participate in the government or management of the club's business. The plan involves promoting a more friendly and neighborly feeling; securing better co-operation; and to give technical and educational information to all interested in the printing industry and its allied trades.

At each meeting of local Craftsmen clubs, technical and educational questions are asked and answered. Exhibitions and demonstrations are given to promote co-operation, efficiency, economy, and other interests of value to the industry and its allied trades.

Each club has a fine educational program which includes instruction and the circulating of books and periodicals relating to the industry and its allied trades. An educational bureau is usually maintained by each club where standardized courses are recommended and classes formed.

The business of each local club is managed and supervised by a board of governors, including the officers of the club and one member from each branch of the printing industry and its allied trades. These men are elected annually by the membership of the clubs.

In order to stimulate education and to enable the printing fraternity generally to keep abreast of the times as regards equipment, methods and processes used and being developed in the graphic arts industry, the Chicago Club of Printing House Craftsmen, a year ago, held what was up to that time the greatest exposition of printing and allied trades equipment. Printers from all over the United States gathered to "see what's new." They viewed each exhibit as a working unit. It was a part of the lease agreement for space occupied by each exhibitor that, where machinery was included, it must be in operation. The exposition was a big success.

While it never was the intent of the International Association of Printing House Craftsmen to hold an annual exposition, it was found so much new equipment was being developed during the war, which was not completed in time to be shown at the Chicago exposition last year. Therefore, the Boston Club of Printing House Craftsmen undertook to float the exposition this year. The exposition will be held in Mechanics' Hall, Boston, August 28 to September 2. Mechanics' Hall affords approximately twice the space of Chicago Coliseum, where the exposition was held last year.

In assuming the management of the Second Educational Graphic Arts Exposition the Boston club of Printing House Craftsmen has undertaken an enormous task. Not only will the Boston Craftsmen have to make all arrangements for the exposition, but they will also have to plan for the entertainment of the delegates to the national convention of the International Association of Printing House Craftsmen, which meets at the time the exposition is in progress.

Under the direction of the board of directors, with Joseph J. Dallas as chairman, committees were formed and the work of selling space to exhibitors, obtaining publicity for the exposition, and otherwise furthering the project was pursued successfully. Boston craftsmen are going to make this exposition the best that has been held.

An attendance of 250,000 is expected for the exposition. Space has been sold to about 225 exhibitors. The exposition will assuredly be one of the largest, if not the largest, educational expositions ever held. There will be ample opportunity for the unimitated to gain a

Condensed Graphic Arts Exposition Program

Monday, August 28, the opening day of the Second Educational Graphic Arts Exposition in Mechanics Building, Boston, will be President's Day. It is expected that President Harding will be present to open the exposition officially. It is also expected that Mrs. Ellen Duane Davis, of Philadelphia, great-great granddaughter of Benjamin Franklin, will be present on that day.

✠

Tuesday, August 29, will be Governor's Day. Governors from every state in the Union will be invited as well as the Governor-Generals of the provinces of Canada.

✠

Wednesday, August 30, will be Mayor's Day. On this day an invitation to all the mayors will be extended.

✠

Thursday, August 31, will be Buyers of Printing Day. On this day all the large buyers of printing throughout the United States and Canada will be invited.

✠

Friday, September 1, will be Student's Day. All students interested in the Graphic Arts will be invited to attend the Exposition on this day. There will be special guides to show them through and explain to them the educational features of the exhibits.

✠

Saturday, September 2, the last day of the Exposition there will be no special events scheduled. It will simply be the day to take last looks at the exhibit and get any information that may have been missed during the week.

good working knowledge of printing, and the initiated will learn much that they may not have known.

All that's new in equipment and in work will be shown. Shortcut methods will be demonstrated. Recent inventions will be shown in actual operation. A daily newspaper will be printed. There will be samples of the finest color work. Paper concerns will have exhibits showing the product. In short, everything pertaining to printing and the allied trades will be gathered together under one roof for a week.

Just to show you they realize that variety is the spice of life, the Boston craftsmen are planning an extensive program of recreation. There will be harbor trips, trips to places of historical interest, theatre parties, auto parties, dinners, parties for the women while the men are busy at the sessions of the convention, shopping tours and many other excursions.

So important have the craftsmen deemed the entertainment of their fair guests that they have appointed a women's entertainment committee from among the wives of their members. This committee will especially plan for the comfort and entertainment of the women visitors. Card parties will be arranged, shopping trips planned, afternoon teas and theatre parties scheduled, and individuals will offer their services to take one woman or more on special trips.

Trying to Close Bootlegging Joints

THE Chicago *Tribune* of July 21 carried a story with a display head, entitled "PRINTING FIRMS FIGHT MOONSHINE TO PROTECT MEN." The following quotation is taken from the body of the story:

"Because the drinking of moonshine is said to be threatening the printing art in Chicago, the local branch of the United Typothetæ, representing 600 employing printers, has declared war on the 'sale of all booze that has not been mellowed by age.

"That the employing printers are behind a gigantic drive against makers and dispensers of moonshine became known yesterday in the court of Federal Judge George T. Page, where efforts are being made to vacate the six story Peacock building at State and 8th streets, where, the government alleges, raids in four parts of the building having yielded poisonous liquor of the home made variety."

"The employing printers' campaign against moonshine is not a 'reform movement' in the generally accepted sense of the term" said William C. Hollister, Chairman of the Legislation Committee of the Chicago Typothetæ. "It is one of business protection, which has been found necessary by such big printers as James McNally, Fred J. Riley, Charles S. Peterson, Edward F. Hamm, Jeremiah Cox, and Fred A. Poole, all of whom are serving on our committee.

"Moonshine runners have been preying upon our printers, particularly those on night shifts. Moonshine always affects vision first, and that has brought havoc to printing, particularly color work. Almost daily thousands of dollars' worth of color work had to be thrown out. What were supposed to be appetizing hams looked like spoiled meat, elegant cloth reproductions became faded pictures of rags—all traceable to distorted visions due to moonshine.

"Many of our 600 members disliked at first to place themselves in the light of moralists, but when the moonshine runners began establishing regular routes through the big printing houses the need of concerted and far-reaching action became apparent."

Photo courtesy International News Service and Wisconsin News

Then The Type Was All Pied Up

Which, of course, means that the regular operator had to do the work all over again. The man trying to operate the composing machine is an African chieftan who visited America recently.

On a tour including some of the large New York Printing establishments, the chieftan was attracted by the almost human performance of the machines. He evinced a desire to operate one. The illustration shows him in native dress.

Inevitable Result of Price Cutting

Ben F. Durr, executive secretary of the Capitol Typothetæ, Washington, D. C., in his inimitable manner of presentation, says in a recent letter to local members that he knows "three Washington printers." He designates them as A, B, and C. A figured that if he could keep his plant running to full capacity all the time, his costs would be reduced and he could then do work cheaper than his competitors; and, of course, if his prices were lower than those of his competitors, it would be no trick at all to get plenty of work. He thought he discovered some new law of business economics and he put it into effect. *He is now in the bankruptcy court.* B figured that if he put on more salesmen (so-called) than any of his competitors, he must, of course, get more work than any of his competitors, and the more work, the more profit. He, too, thought he discovered some new law of business economics. *He is now out of business, having sold his plant at a material loss.* C figured that every job should be sold at a profit, and he knew that to safely sell at a profit one must know his costs. He had been brought up in the hard school of experience, in which Honesty, Industry, and Thrift are instructors. He followed their teachings. *He discounts his bills, has a comfortable bank balance, and enjoys the respect of his competitors.*

Intertypes Going Well

Intertypes have been installed recently by the following Wisconsin publishers and printers: Janesville Gazette, Sparta Herald, Junean Independent, Mayville Pioneer, Stout Institute, Menominie, and Western Typesetting company, Milwaukee.

Modern Manufacture of Paper Boxes

A Description of the Process and Equipment of an Immense and Growing Industry Which Demands Large Printing Production

By ROBERT F. SALADE

AMONG the largest essential industries of America is the paper box industry, in which many thousands of skilled workers are employed. The importance of this business may be illustrated by the fact that in the city of Philadelphia alone more than 3,000,000 paper boxes are being produced every working day. Throughout the United States billions and billions of paper boxes, of many different varieties, are being made yearly.

So rapidly has this industry developed during the last few decades that it is now divided into three

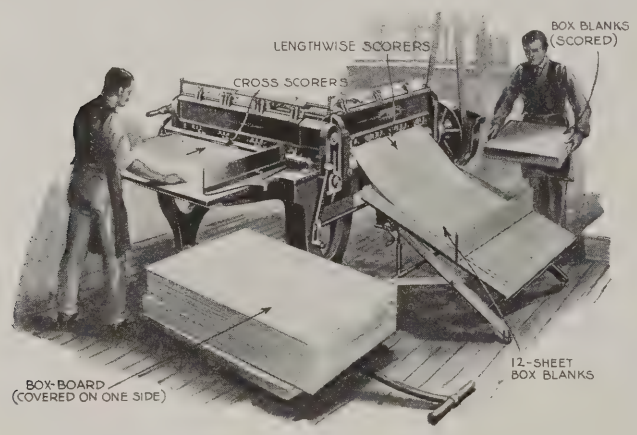

Figure 1.
Scoring the large-size sheets of box-board on a double scoring and cutting machine. The sheets of box-board are lined on one side with white paper. This machine scores and cuts the sheets both ways.

separate fields, each of tremendous proportions. One of these is devoted exclusively to the manufacture of folding paper boxes and cartons; the second is dedicated to the manufacture of corrugated and solid fibre shipping containers, while the third, and perhaps the largest field of the three, is devoted to the making of stiff, or "set-up" paper boxes of all kinds. This article will apply particularly to the last-mentioned field—that given over to the manufacture of stiff paper boxes—and the following information is intended to be instructive and practical to the reader, as well as of particular interest to the printer, since the latter is usually much in the dark concerning the box industry.

A stiff, or set-up style of paper box consists of two parts, the box and the lid. In the great majority of cases, the box and lid are covered with paper wraps (of many different designs), but a large number of stiff boxes are also made of plain boxboard, without having wrappers applied to them. These common-grade boxes are used for books, hardware, cheap envelopes, glassware, tin toys, dolls, and other lines which do not require the better grade of boxes.

Stiff paper boxes are manufactured in many different sizes, and in almost every conceivable style and shape, including square, round, oval, heart, diamond, oblong, square with round corners, hexagon and octagon. Many set-up paper boxes have an extension top and bottom, and a "shoulder" inserted in the box over which the lid fits tightly. The ordinary style of box is one having a plain cover fitting down over its sides. The telescopic style of paper box has a lid that is slightly larger than its body, the lid sliding down over the sides of the box, and thus completely covering the box.

How Stiff Paper Boxes Are Manufactured

Stiff paper boxes are made from three different kinds of boxboard—chipboard, newsboard and strawboard. Chipboard is made from pulp formed of all kinds of waste paper; newsboard is made from pulp formed of old newspapers, and strawboard is manufactured from pulp containing a large percentage of straw. The chipboard is the best and strongest material of the three. Therefore it is used mostly in making the better grades of paper boxes. Common, uncovered paper boxes of dull gray color, are made from newsboard. The common boxes of yellow color, used for holding envelopes, etc., are made from strawboard.

Before being scored and cut, the large-size sheets of chipboard are lined on one side with sheets of white newspaper, or book paper. The stock for some fine candy boxes is lined on one side with sheets of white plated paper. The lining process is done on a special machine which automatically pastes and smoothly applies a sheet of paper to one side of every sheet of boxboard. The lined side of the boxboard will appear on the inner sides of the boxes and lids after they have been made up.

The next process is scoring and cutting the large-size sheets of boxboard to sizes and shapes desired. The scoring is done on the side of the sheet which is not lined with white paper, and is done for the purpose of making it an easy matter to bend the "blanks" for boxes and lids to the proper shapes. This work is done on a power rotary scoring and cutting machine. A number of shapes for boxes and lids can be scored and cut, from the large-size sheets, in one operation.

Figure 3.
Cutting the corners from scored box "blanks" on a double corner cutting machine. A piled of about 25 blanks is fed to the machine which cuts out two corners. The pile is then turned; fed in again, and the remaining two corners are cut out.

The double scoring and cutting machine is an improved device which is capable of scoring and cutting the large-size sheets, crosswise and up-and-down, at one operation. The single scoring and cutting machine is built on the same principle as the double machine, only it can score and cut the sheets but one way at a time, making it essential to put the sheets through the machine again. The double-acting machine is therefore a great time saver, and can handle long runs of work more economically than they could be handled on the single scoring and cutting machine.

Both the double and the single scoring machines are equipped with a series of scoring and cutting wheels which can be moved and adjusted to suit all requirements. The scoring wheels, of course, are smaller in circumference than the cutting wheels, and do not cut through the sheets of boxboard. The cutting wheels,

Figure 5.

The staying machine operation. On this machine strips of kraft paper are pasted to the four corners of the box, for the purpose of strengthening the corners of the box. The box is then ready for the automatic wrapping machine.

however, cut completely through the stock. By moving the scoring wheels and the cutting wheels to the essential positions on the machine, as the large-size sheets pass under the wheels and through the machine, a number of blanks for boxes and lids are neatly scored and cut. On the rotary type of machine the sheets can be scored and cut more accurately than could be done by any other process of scoring and cutting.

Cutting corners from the blanks is the next operation. For this work there are three different styles of corner cutting machines, the single corner cutter, the double corner cutter and the quadruple corner cutter. The double corner cutter is the most popular machine of the three. This machine is equipped with two sets of cutting knives which can be moved and adjusted to cut square corners of any size desired. Two corners are cut simultaneously. The operator of the machine feeds the blanks. As two corners are cut from one side of a pile of stock, the operator turns the pile around; feeds it again to the machine, and two corners are cut from the other side.

On the staying machine the four corners of a box, and the four corners of a lid, are covered with a strip of strong kraft paper. This staying process holds the corners of box and lid together. The roll of stay paper is placed on the staying machine, and the gluing is done automatically. As the operator applies a strip of the stay paper to the corner of a box, the strip is pasted down smoothly on both sides of the corner. By means of a foot treadle the operator cuts off the strip of stay paper to the essential length, and by turning the box around on the machine, the other corners are stayed with the kraft paper.

Some of the common grades of boxes are not covered with wrapping paper after the corners of such boxes have been stayed, but the better grades of set-up boxes are covered after being stayed.

It would be impossible to enumerate all of the many different kinds of wrappers which are being applied to paper boxes. Large quantities of boxes are being covered with glazed papers in white or in various colors and tints. Among the other styles of paper that are being used as wraps are: Fancy embossed papers in various colors and tints; "pebbled" papers of different designs and colorings; papers with "all-over" patterns lithographed or printed in one or more colors; fancy striped papers; dull finish papers, and coated papers.

The designs or labels for box-tops, business cards, trade marks, pictures, and other forms of advertising matter, are produced by three different processes, printing, lithography, and steel die stamping. The designs for many fine candy boxes, jewelry boxes, writing paper boxes, and so forth, are produced in colors from engraved steel dies. The steel engraved process is more expensive than printing or lithography, but the finished work is more beautiful and artistic than ordinary printing or lithographing. The major portion of all paper box wraps, however, are printed or lithographed.

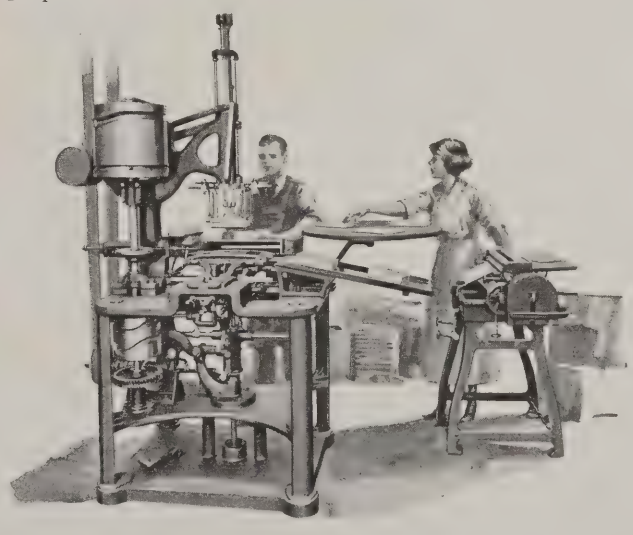

Figure 6.

The automatic wrapping machine (on the left) and the automatic gluing machine (on the right). The printed wrappers, or blank wrappers, are fed through the gluing machine which applies warm glue to the inner side of the wrappers. The glued wrappers are then laid, glue side up, on the surface of the revolving table of the wrapping machine. The operator sets the uncovered boxes in the essential position on the glued wrappers. A box and wrapper are then put on the form of the wrapping machine, and the rest of the operation is automatic. The machine neatly applies the glued wrapper to the bottom and four sides of the box, turning in the edges of the wrapper at the top of the box.

Many designs for paper box wrappers are printed in several colors, and after having been printed, the design is embossed. A large number of designs are done in gold or silver bronze, and afterwards are embossed. Some designs are done in gold leaf and are then embossed.

Box-tops are pasted to the tops of the lids for boxes while box wraps are wrapped around the lids and

also around the boxes. This will explain the difference between the terms, "box-tops," and "box-wraps."

Both "tight-wrapped" and "loose-wrapped," paper boxes are being made in large quantities. The term "tight-wrapped," means that the paper is glued tightly to the box and lid, while the term, "loose-wrapped," means that the wrap is not glued down tight on the lid of its box. The loose-wrapped box is something comparatively new and is considered to be artistic, being used mainly for candy, fancy soaps, perfumery bottles, handkerchiefs and hosiery. Boxes of this variety are usually of the telescopic type, the deep lids giving the loose wrap opportunity to show to the best advantage.

Different Methods of Covering

Several different methods of covering paper boxes

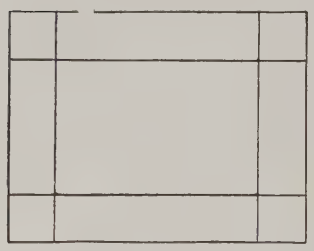

Figure 2.
A single "blank" for a set-up box, scored and ready for corner cutting.

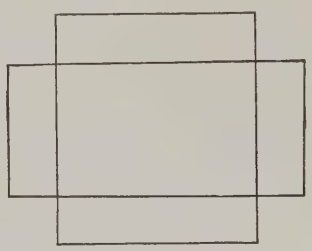

Figure 4.
A single box "blank," scored and with all four corners cut out. This blank is ready for bending and staying.

are being followed. In some instances fine and odd-shaped paper boxes are covered with paper entirely by hand, but practically all of the regular styles are covered with the aid of covering machines, or with wrapping machines.

With the covering machine method the wrapping paper is applied to the sides of the boxes and lids from continuous rolls, the widths of the rolls being adapted to the heights of the boxes or to the depth of the lids. The long strip of paper is drawn by the operator of the machine over the surface of a glue-roller which applies fresh paste to one side of the paper. The operator then carefully wraps the strip of paper, the long way, around the four sides of the box, cutting off the strip where it overlaps at one corner. The lid is wrapped in the same manner. In the case of a box having gold "trims" at the edges, or trims of colored paper, the covering machine is equipped with rolls of paper of the proper widths and colors, and in wrapping, the operator handles two or three strips of covering paper at one time. For example, there may be two narrow strips of gold paper for a gold trim at the bottom and top edges of the box, also the wider strip of covering paper for the sides of the box. The skilled operator works in such a way that her fingers guide the positions of the different strips of paper, and the finished work shows two gold trims (parts of these trims being underneath the main covering paper) with the sides of the box covered with pale blue glazed paper.

With the covering machine method a topping machine is essential for applying the box-tops, that is when no printed matter is to appear on the tops of the boxes. If the box-tops are printed, lithographed or die-stamped, the tops are cut to the proper size and are pasted on the lids by hand. But, if the tops of the boxes are to be plain, the paper is pasted to the tops of the lids with the aid of a topping machine which works on the same principle as the covering machine.

The automatic wrapping machine method is the most improved system for covering paper boxes and their lids. By this method the paper box wraps are cut to special shapes to suit the requirements of the machine, and this gives opportunity, of course, to have the wraps printed, lithographed or die-stamped before they are applied to the lids of the boxes. In other words, the automatic wrapping machine will handle both plain wraps and printed wraps to the same advantage, while with the covering machine method conditions are different as have been described.

If the box is to be equipped with a "neck," or "shoulder," this piece is set inside the box after the box has been covered. The necks for paper boxes are made in long sections, from boxboard, scored, folded, stayed and covered. The long sections are then cut to the desired sizes on a "chopping" machine. The neck is glued to the inner sides of the box. The lid for a box of this type fits down over the edges of the neck, meeting with and fitting perfectly with the edges of the box.

Many fine set-up boxes used for candy, handkerchiefs, toilet soap, etc., are filled with fly-leafs and fancy paper laces. Large numbers of candy boxes are also fitted with trays, or partitions, for keeping the pieces of candy in separate compartments.

Some of the art paper boxes have domed or padded tops, and have beautiful hand-painted pictures of flowers, pretty girls' figures, still life scenes and other subjects on their covers. Large numbers of fancy paper boxes are decorated with gold braid, silk or satin ribbons of various colors; medallions, and other ornaments. Often the color schemes for expensive boxes are planned by trained artists. Most of this work is done by girls by hand.

"The Boss"

By James Edward Hungerford

We have sung in ardent phrases of the journalistic crew;
We have hymned their many virtues, from most every point of view;
We have praised the "star" reporter, with his smile, and "pep" and dash,
We have hung the laurels thickly on the "cub", with actions rash;
We have lauded up the printer men—and other we can name;
We have bragged about most everyone, that's in the printing game;
But there's one deserving fellow, that we've skipped without intent—
He's the man who *runs the paper,* boys—our friend, the "bossy" gent!
We've had visions of him lolling at his massive roller-top,
Giving orders, short and snappy—making everybody hop!
Oh, his job looks *soft* and *easy,* from a certain point of view;
But he has his frets and worries—just the same as me an' you;
For he has to run the paper, an' he has to make it grow,
And his thinker's always buzzin', like a whizzin' dynamo;
And his path is often *rocky,* and a mighty *steep* ascent—
But he packs his burden *gamely*—does our friend, the "bossy" gent!
There's a hundred pressing matters up before him every day,
And he has to solve 'em quickly, in a *diplomatic* way;
He's a thousand things to think of, and a thousand things to do;
And he's always on the firin'-line—his slogan: *"put it through!"*
Oh, he's sure a workin' wonder, with a genius for his job,
And he's felt the pulse of printin', 'til he knows its every throb!
So when worthy men are mentioned, let us pay acknowledgement—
To our cool, unswerving, praise-deserving friend—the "bossy" gent!

Jason Rogers at his desk in the New York Globe.

Known Costs Are the Most Important Factor

Conducting Country Weekly or Metropolitan Daily Without This First Business Requisite Is Like Running a Ship Without a Rudder

By JASON ROGERS
Publisher the New York Globe.

THE toughest nut the average small town newspaper publisher has to crack is a realization of the fact that in order to be a successful and influential factor in his community he must become a sounder business man and conduct his enterprise in accordance with definite costs.

To the hard-shelled country newspaper man running his little weekly and job plant, it undoubtedly seems much easier to remain in the rut and go along the same as country editors have done for a century or more,—blindly working on and eking out a bare living, looked down upon with pity by the successful business men.

The minute you talk cost figures or real business to one of these unfortunate plodders, he draws back into his shell and becomes a "journalist," fighting against what he terms the commercialism of a profession.

In striking contrast to the old-timer I have pictured, we find a rapidly increasing army of small town publishers who have seen the light and are enjoying the peace of mind and joy that comes through the elimination of doubt, fear and uncertainty from their business.

Instead of introducing commercialism into journalism, cost finding does exactly the opposite. It automatically eliminates dickering from the sale of advertising and circulation and assists the editor in running his department absolutely independent of the business office expediency, which has been impossible in cases where definite data was unavailable. The application of cost finding to a newspaper makes for the production of better papers and for better service to the reader, the advertiser and the community.

To the man operating on the hand-to-mouth principle, any prospective added expense for improvement or for new service seems a hopeless extravagance. To the man operating with a cost basis, an item for improvement or additional service can be accurately estimated as representing a certain small increase in advertising rates or can be equalized by operations of increased traffic.

There is no violation of professional ethics in demanding to know the cost of producing your commodity and in demanding for the article produced the cost of making plus a reasonable margin of profit. No one can continue in business long if he sells what he makes for less than it costs him to produce it.

Very few of our newspapers are as good or as complete as the people of our community would be willing to pay for, if given the opportunity.

The old notion that competition makes prices is child's prattle to the modern efficient newspaper man. In a rivalry between two newspapers which are trying to see which can give the greatest value for the least money, success will generally go to the one backed up by the fattest bank roll, unless the weaker one possesses men willing and able to render better service.

In any city or town there is opportunity for putting real individuality and service behind a newspaper—a purpose and a service that is bound to merit and win recognition and support.

It is not my purpose to attempt to lay down a cost system for publishers in this brief article. I have done it in my books on newspaper making and hundreds of newspapers all over the country are now conducted along the general lines laid down by me.

Until a newspaper business is based on known costs, its operation is much the same as would be the direction of a ship at sea without rudder or compass. To base your advertising rates on a set rate per inch for 1,000, 2,000 or 3,000 circulation for all country weeklies is as ridiculous as it is ineffective. To base it on the cost of the service demanded by the community is fairer and much more satisfactory to the reader and everyone concerned.

In the absence of definite and accurate cost finding, the producer of any manufactured article ignores factors of expense incident to production which if continued will spell ruin and bankruptcy. I have known newspaper men to figure the cost of a line of advertising as the expense of setting the type and the proportion of the paper covered by the ad. If they had added 100 or 150 percent to the figure to cover

overhead, rent, light, heat, supervision, etc., all of which must be included to cover basic cost in the same way as the successful manufacturer figures his costs, —they would commence to see daylight.

Where the country editor runs a newspaper and a job printing plant, I sincerely believe that he makes a serious mistake in running the two as one business. The newspaper should stand on its own feet and the job plant likewise. While the newspaper may be the chief customer of the plant, this is no reason why the job plant should not be paid its full cost plus a reasonable profit for its production. On the other hand, the newspaper should be paid ordinary commercial rates for advertising given the job plant. The readers of the newspaper and the advertisers in it should not be compelled to carry any possible losses for the conduct of the job plant or be permitted to share in any benefits accruing to them by reason of profits from the job department. Simple cost finding can be easily applied to any business turning out the products of a newspaper office or a job printing concern.

For the newspaper it is only necessary to total up all expenses, including wages or salary for the owner for full or part pay, fair rent for the use of space, depreciation, etc., etc., from which may be deducted all cash received from the sale of papers and subscriptions. By dividing the remainder by the number of inches of paid advertising, we get a fairly definite cost figure. To this should be added 10, 15 or 20 per cent for profit. The average net rate for advertising must equal this, in order to produce a profit.

For the job plant operation, simple cost systems are readily obtainable. Such problems are outside my experience, but if I were operating a job plant, I should add a heavy item for overhead to cover the cost of idle time between jobs and other items that are bound to creep in.

Unless a business is conducted on sound business principles, it is not a business. Unless you can sell your product at a price above cost, you cannot stay in business.

My recommendation to small town publishers is to seek constantly to improve your product and make the reader and advertiser pay the cost of the service plus a fair profit.

The Printers' Real Competition

By George A. Heintzemann

BASICALLY speaking, it is not the cut price of a brother printer that constitutes the real competition in the printing industry. The real competition in printing comes from the men who sell newspaper, magazine, trade paper and bill board space. That the printing industry expects each printing salesman to sell the output of five and one-half cylinder presses plus the output of ten jobbing presses is certain proof that the representatives for other forms of advertising have little to worry about in the matter of direct-by-mail printing competition.

In other words, the printing industry is greatly undermanned from a selling standpoint, while the newspaper, magazine, trade paper publishers and bill board companies with thousands more salesmen than printers employ, plus the direct assistance of more than 1000 advertising agencies (who secure commission on the sale of space) are aggressively fighting for business. Printers are on the defensive while the publisher and bill board companies and all other forms of advertising are on the active offensive.

Perhaps something in the way of a TNT explosion is necessary to wake up the printing industry to the seriousness of the situation. Therefore, business concerns whose advertising budget runs from $5000 a year up are probably called upon by twenty advertising salesmen while the same concern is reached by but one printing salesman. It is no wonder that the growth in the printing business is so slow under normal conditions, while the growth of the publishers and bill board people is so spectacular.

It is stated on good authority that in the last ten years, the volume of bill board advertising has multiplied itself over six times. Think of the possibilities of the printing industry. Its normal growth is estimated at about only ten per cent per year.

The printing salesman meets a still greater sales resistance in the fact that the bill board man offers an advertiser 1000 readers for twenty to thirty cents; the newspaper man offers good size space at the rate of fifty to seventy-five cents a thousand readers; the magazine offers 1000 readers at a full page rate of $1 to $2 per thousand and the trade paper offers an advertiser 1000 readers on a full page basis of from $5 to $10 per thousand.

The printing salesman must get a minimum of about $50 per thousand circulation of a sixteen page booklet, five by seven, without illustration, printed in type only, in one color and on a self-cover basis.

If the further fact is appreciated that all these other forms of advertising support their representatives with service departments, offering them trade data, advertising ideas, free copy service, free marketing advice and sales ideas, it is surely evident that the printers of this country must make drastic efforts to offset all these advantages that the other advertising competition offers. We believe that the American Writing Paper Company's Campaign is the first real concrete example of help that the printing industry has ever received to meet this well organized competition.

We do not for a moment discredit these other forms of advertising. We know that many thousands of the big printing jobs have resulted directly from agency service. Periodical, newspaper and bill board advertising have made good. So has direct-by-mail advertising. The former kind of advertising have simply been better sold.

Unless printers become more progressive in their marketing, competent authorities believe that soon a middleman will develop in the form of small agencies who will render direct-by-mail service to manufacturers and business men, thus putting the printing business on a still more competitive basis because these men will simply "broker" their printing on a competitive price basis and this will prove an added hardship for the commercial printer to face.

We, therefore, urge that every printer support every program for better salesmanship that will result in convincing business men of the real merit of advertising by mail in a more scientific way. Every printer should realize that all business concerns today are on a budget system of expense. Printing is no longer bought on a haphazard basis. Every business concern lays aside so much money for the year's advertising and printing and to secure a proper share of this appropriation for direct-by-mail purposes you must make every effort to convince business men that appropriations should be more equitably divided and more cooperation developed among the several advertising units.

At the present time it seems that when these other forms of advertising get their share of the appropriation, there is little left for printing.

THE FOREMAN'S FORUM

How Parker Became Head Compositor

By ROBERT F. SALADE

ALTHOUGH only a young man, Edward Parker was head compositor in the big composing department of the M..... company. He had worked his way to that position from the humble situation of apprentice, but many of the older compositors in the same department could not understand Parker's rapid progress. Some of them attributed it to "pull" with the front office, but that wasn't the case at all.

Had those older typographers watched and studied Parker's advancement closely they would have been able to solve the "mystery" without difficulty. There was nothing really remarkable about the young man's success. He had simply planned and worked and studied to become a master of his trade, and finally when he was moved up to the position of head typographer, it was merely the result of his own personal effort.

Right in the beginning of his career, Parker subscribed to a couple of the leading printers' trade magazines. Strange to say, the apprentice was the only person in the composing-room of the plant referred to who bought such literature. The journeymen compositors in that office all earned high wages, and could have well afforded to buy printing magazines, but they neglected to do so. As a matter of fact, none of these men did much reading of any kind, but Parker was essentially a student. He took the trade journals home, and at nights he read them from cover to cover. As time went on he also read practically all of the standard books on printing which he obtained from the free libraries of his city.

About two years after Parker had first started work as a printing apprentice, one of the educational institutions of his city opened a night class for teaching the *art* of typography. The youthful compositor was "right on the job." He immediately enrolled for the course of instruction and attended regularly. When his fellow workers heard about this course, they declared that it was "high-brow stuff," and that it was "simply a waste of valuable time to hear a school-teacher rave over such things as 'color harmony,' 'classic type faces,' etc." But, Parker was not to be discouraged. He continued the course and soon learned many fine points about the *art* of typography which proved to be of priceless value to him later on.

Even as a boy, Parker was a neat dresser, and he took pride in keeping himself clean. As he grew older he improved upon this "habit," and when he graduated as a full-fledge typographer, at the age of twenty-one, he was regarded as the best dressed craftsman in the place. The neatness of his personal appearance, and his extreme cleanliness, were clearly reflected in all of his work. He never failed in setting a "clean proof," and the proof-sheets which he took, either for the reader or for the customer's O. K., were as spotless as finished product from the printing press.

These excellent proof-sheets probably did more for Parker's advancement than anything else. The proof-readers were greatly pleased over his great care and neatness. The customers often passed favorable comments on the proofs, and this of course helped in raising Parker's prestige with his employers.

By devoting deep attention to details like correct spacing of type, the proper face of type for each particular kind of paper, relationship between the design of type faces and the decorative material used with these type faces, Parker eventually became a master of good typography. He also strived to produce all of his work as quickly as possible, and in many instances he beat the time that had been estimated on certain jobs in the office. One morning the superintendent of the plant told him to take a position as head typographer, and he secured the post only because he had qualified for it.

Standardized Instruction

In order to furnish a standard of instruction and to facilitate the work of the local instructors the U. T. A. Department of Education has started a comprehensive program of preparing instruction material for courses in Hand Composition, Platten and Cylinder Press, Linotype and Monotype. The material has been arranged in groups of instruction units. For example the group on Elementary Composition consists of four units:

Unit 1—Type Cases.
Unit 2—Pulling and Correcting Proof.
Unit 3—Distribution.
Unit 4—Styles of Composition.

Each of the other groups is similarly constructed.

For each of the instruction units there is an instructors' guide and a number of individual lesson sheets for each student. The instructors' guide contains a statement of the teaching aim of the unit, the equipment needed, the conditions necessary and specific suggestions concerning the teaching of each lesson. The students' lesson sheet contains the essential theory, directions for the practical work and questions which bring out the leading facts and practices connected with the lesson. The first unit "Type Cases" in the Elementary Group is broken up into five lessons as follows:

Lesson 1—Learning the Case.
Lesson 2—Using the Composing Stick.
Lesson 3—Spacing and Justification.
Lesson 4—Emptying the Stick.
Lesson 5—Setting Changed Measure.

These lessons are being worked out in detail and are made as nearly self-teaching as possible. This will conserve the time of the instructor and student and help the inexperienced instructor to avoid many mistakes. This will also make it possible for apprentices in smaller places, where it is not feasible to conduct a class with a regularly employed instructor, to receive instruction. The lessons may be sent to him and he can get his instruction in the shop under the supervision for a journeyman printer.

It is recognized that the object of an apprenticeship system is to teach the boy a trade. The trade cannot be properly learned unless the boy knows the English, mathematics, design and business methods which accompany the trade. For this purpose there are included groups of units in related subjects.

This instruction material will be available only to schools approved by the U. T. A. Department of Education.

Business won't "drop in." You must go after it, and keep after it, plug for it, and work for it.

NEWSPAPER BUILDING

Balanced or Broken Style of Makup—Which?

Newspaper Making of Today Will Not Thrive on Methods Used Yesterday Any More Than Old Time Ideas Will Work Out in Business

By E. G. MYERS

THE day has passed when "any old thing" will pass muster with the newspaper reading public. Time was when editor-folk contented themselves with chronicling the news, "dishing it up" in the best way it worked itself out in the makeup.

But we are in a new era. We move in cycles. Conditions change with each epoch. Newspaper readers have been enmeshed in the vortex of these changing conditions, along with other human activities.

Not so long ago the headwriter sprung into the limelight. Then things began to happen with the makeup of newspapers. Contortionists vied one with another in an effort to create arrangements that departed radically from custom. At first, there was little thought of the psychology of arrangement and treatment of heads on the reader. As the process of makeup—we might say, the science of makeup—and its advantages began to be realized, because of circulation results, there was put behind this makeup idea more thought and deliberation.

News and a newsy newspaper sells newspapers. Circulation means added prestige. Added prestige works itself out in increased business. So the matter of makeup comes right back to the one point. It is a business proposition.

Most every publisher realizes today that he must "sell" the news to his readers. Folks are not, in these days, given to picking up a newspaper and perusing its columns line for line. Instead, they select that which appeals to them most. This selection is made from among the mass of material from two or three different angles. Most important of these is heads. Next is arrangement and treatment in makeup. Third, is quality of news. So it has become very common for the metropolitan newspaper to scan the news of the day very carefully and in the writing of heads and makeup spread the news over the paper in such manner as will appeal most strongly to the reader.

There are two distinct styles of newspaper makeup —the symmetrical or balanced, and the "broken up" style. Because of its "saleability" the broken-up style is indeed the more preferable. Through such an arrangement, and treatment of heads, news is broken up in such manner as to obviate any possibility of a continuous, unbroken column. The finest example of this type of paper is the Milwaukee *Journal.* Here the modern style of "saleable" newspaper makeup finds pleasing expression. First of all, the reader will note that there is not a cap line in any of the heads. This in itself affords easy reading qualities and makes for pleasability. The old fallacy that newspaper heads, particularly the first bank, must be set in all caps, has long since been exploded. It was merely a custom, a sort of inviolable law.

Newspaper men with vision in the past few years have come to recognize the desirability of the cap and lower case heads. Those who have adopted this style of head composition have benefitted tremendously in circulation and prestige among readers. Where the news has been carefully handled, such papers have become known as the "paper of the home," and when a newspaper comes into the sanctity of the home because it is wanted there, it becomes a sort of home institution. The future tenancy of such home by the newspaper is then in the keeping of the publisher.

Another style of newspaper makeup is shown in the illustration of the first page of the Bemidji (Minn.) *Sentinel,* and here the symmetrical or balanced makeup is given the best expression. Country newspaper publishers have striven for this style of makeup almost universally. Because things do not move so rapidly and because life is not such a jumbled mass in the country, this style of makeup perhaps appeals more strongly to the majority of readers of the country

THE BEMIDJI SENTINEL

VOLUME XXI. NUMBER 27 BEMIDJI, MINNESOTA, FRIDAY, JULY 7, 1922 PRICE FIVE CENTS

GOPHER ALUMNI URGE ATHLETES TO ATTEND "U"

WILL CONSIDER WIVES' WORK AT GROUP MEETING

92 RURAL GRADE SCHOOL STUDENTS TO GET DIPLOMAS

VOTERS DECIDE ON CHARTER AT POLLS TUESDAY

EXPECT 700 TO ENROLL

SUMMONED TO COURT

CANCEL TITLE CONTEST

ON NATIONAL PROGRAM

SPEND JULY 4 QUIETLY

MUST RECEIVE PERMITS

ORDER SCHOOL STOCK

EXAMPLE of symmetrical, balanced makeup, which attracts instant attention because of its evenness and uniform arrangement, yet becoming more and more uninteresting the longer the time the reader spends on it. This type of makeup tires the eyes. It does not "sell" the news because of absence of head treatment which permits any one article to stand out more prominently than others. This style of makeup puts all news on the same basis, so far as value to the reader is concerned.

press. Yet it is significant that most every farmer is a subscriber to one of the city newspapers. This condition can be traced entirely to the fact—or is it merely theory?—that the metropolitan paper brings to the farmer a wider array of national news. Analysis and survey made of country communities discloses the fact that very few farmers are interested in national news. True, they like to know market conditions as they exist generally, but aside from that and except for the big news of the day, he rarely delves very deeply into the metropolitan papers, though he does read the home paper thoroughly. Such condition can only presage a likeability for the metropolitan style of newspaper makeup.

Even in the present day, when electric lighting appliances and other means of artificial light have become quite common on the farm, they are by no means universal. This means that the larger majority of country residents are still using the kerosene lamp. Of course, artificial light of this character is very poor. It is another reason why newspapers should be prepared in a manner that will make them easy to read, because nothing tires a reader more than perusing a paper in which the typography is of such a nature that because of the poor artificial light he soon becomes drowsy and loses interest in the newspaper.

Selling the news and putting it across with the reader is just as much of a problem as collecting the news. The more attractive and readable a newspaper is made the easier the task to get this paper into the home and keep it there. Country newspaper publishers will do well to inspect notably successful metropolitan newspapers, and while we don't in any sense approve of mimicking our big city brethren, there is a fund of information which we can glean from their columns which, if used intelligently in the country press, will insure to the benefit of the country newspaper publisher.

A few years ago when the metropolitan dailies launched circulation campaigns and began to spread themselves over the country district, country newspaper publishers were alarmed. Many had visions of their business going to smash. But the country press has lived—it has thrived—in spite of this seeming encroachment of the metropolitan press. Why? Because the country newspaper fills a distinct want. Yet it must not be assumed that this will always be the case. The country publisher must bestir himself and manifest some of the enterprise of the metropolitan press; otherwise the continual encroachment may make inroads. Put constructive thought and modern ideas into the preparation of your news, writing the heads, and making up the paper, and you have fortified yourself and your business against attack, besides increasing your prestige and the popularity of your paper in your community. Get the news—write it intelligently, informingly, entertainingly,—prepare the heads according to modern standards of typography—display the news in pleasing manner in makeup—and you, too, will be gratified by the results.

THE MILWAUKEE JOURNAL

German Money Control Turned Over to Allies

Cut 8 More Wisconsin Trains; Northwestern Road Lacks Coal

Harding Will Block Bonus

"Red Menace" in Rail Crisis

U. S. Coal Piles Fast Dwindling

500 Toss Names Into Love Lottery to Win Life Mates

Man, Exhausted, Risks Life to Save Drowning Dog

SPLENDID example of "saleable" type of newspaper makeup. Head arrangement broken up into many different shapes and sizes, affording variety and impelling interest. Added advantage of all heads set in caps and lower case, instead of all caps for first bank, makes it more pleasing to the reader. Inviting, interesting, effective. It "sells" the news and holds the attention.

Biographies as a New Literary Field for the Newspaper

A PHASE of the literary field which so far has been almost entirely neglected is that of the biographical sketch. Yet nothing is quite as interesting as the account of the life and achievements of a living man or woman, according to Florence Finch Kelly, who for sixteen years has been on the staff of the New York *Times*, in the book review department. A few years ago Mrs. Kelly was instrumental in the organization of a book review department for one of the Los Angeles papers, which for many years had been unsuccessful in maintaining one.

There are a great many men and women in the world today who have accomplished things big enough to class them among the "distinguished," yet, as is our custom, we wait until they are gone before we chronicle their lives and achievements.

Out of the vast number of newspapers in the United States today, only a very few ever print a biography of a living person, and these are short sketches wholly inadequate and more in the nature of a "Who's Who" description. Yet, according to Mrs. Kelly, it is comparatively simple to maintain a successful biographical series or department when once started.

The biography, to be readable, must be spicy, humanly interesting, and instructive, and not a dull recording of someone's life. Only a few writers have done it successfully. However, the difficulty is not in the biographical article itself, but in the neglect to which it has been subjected in the past. They have been treated as mere chronicalizations, the setting down of a few outstanding incidents in the person's life, with little or no attention being paid to style.

Every day we can go through our newspapers and cull out a large amount of material which has no value beyond that of "filler." A very large percentage of it could be replaced with stories of local interest. And one side of biographical writing considers the lives of note-worthy persons living in the immediate radius of the paper. What city is there which does not have its leaders, its men and women of ability?

Produces a $400.00 Job Every Month

How a Newspaper of a Kansas Town Developed an Idea Which Brings Needed Revenue While Creating Growth of Trade

By A. L. WILKINSON

EVERY year hundreds of newspapers go under on account of financial trouble. If these same newspapers, most of them small dailies and weeklies, had one piece of job work each month amounting to from $200 to $400, the profit on this work would probably have kept them going. But they did not.

In Concordia, Kansas, a town of 5,000 inhabitants, local merchants formed into an Ad Club, have, at the instance of the newspapers of the city, established what is known as the "Concordia Trade *News*," a monthly publication which goes to seven thousand homes in Cloud county and the surrounding cities.

Every month three days are set aside as "Trade Days," during which time the merchants put on special offerings, and the "Trade News," going as it does into the home of practically every Concordia buyer, brings large numbers into town on these days.

The idea can be simmered down or developed to suit different conditions in various places, but the basic idea remains the same.

For the newspaper man the main thing is that it gives him a job each month which can be made to yield a handsome profit. Of course, the Trade *News* would go better in a county seat town than in any other, but there are many towns which offer better buying facilities than the county seat of the county, and in these the Trade News will offer a direct, inexpensive and exceptionally efficient method for the advertisers to secure amazing results.

The plan has been worked in Concordia for several years, and not a month has gone by without business having received an added stimulus from this source.

The Trade *News* is a sixteen page, four column paper, columns 15 inches long, and on every page there is live news matter, to insure the reader's attention to the advertisements. As it goes to farm homes almost exclusively the news matter and the advertisements are written directly to farmers. The farming appeal is primary in the make-up of the paper, and the results which have been received have more than justified the labor of working out a satisfactory system for handling such a proposition.

The Trade *News* was first started by a group of merchants who were far sighted enough to discern the great possibilities in the idea. Its first issue was a purely advertising proposition, without reading matter to enliven the pages. This was sent to approximately 5,000 homes, and caused such an increase in the month's business for the merchants participating in the scheme that they kept it in its old form for more than a year.

After the novelty of the idea began to wear off they realized that something more than an advertising bulletin must be printed in order to hold the attention of the mailing list. It was then they decided to institute the plan of placing reading matter on each of the pages.

The front page is devoted entirely to reading matter, live local and county news, and an account of the different prizes or inducements which the business houses are offering for the month. On every other page advertisements hold the majority of the space, there being usually one full column of reading matter to the page.

The advertisers are placed under contract at the beginning of every year, for a certain amount of space for the 12 issues of the year, and with a little training on the part of the newspaper man can be made to have their copy ready for the printer whenever he gets ready to start on the makeup.

Prices for advertising space, of course, are optional with the printer. He can hardly afford to turn out the job for his regular advertising rates, unless he has a comparatively large paper, nor on the other hand can he expect the merchants to pay him regular job rates for the publication, in most cases.

The two however, can easily reach an equitable solution of the rate problem, which will give the advertiser his space for considerably less than the same amount of publicity would cost under almost any other circumstances, and yet leave the publisher a fat margin of profit for his labor.

One of the money-making features of the Trade *News*, as issued at Concordia, is the double page spread in the center, which is solid advertising. On this page are 36 small ads, which can be fixed to sell at from $1.50 to $3 each, making up in great part for the advertising space lost by the insertion of the news on every page. This double page spread is a revenue producer, for it will enable those men who do not wish to spend much money on advertising to take advantage of the Trade *News* at a very small expense.

In the last issue of the Trade *News* there were 29 large advertisements and 36 advertisements on the double page spread, making a total of 65 advertisements in all. Figuring this number of advertisements at even a low rate it will be seen that a goodly income results from the job.

But there are many newspaper plants in the smaller towns which are not equipped to handle such a job as the one outlined. In that case make the job suit the facilities at hand. The Concordia publication is unusual in style and size. Very few towns of 5,000 inhabitants would support such a publication, and allow the printer to make it of this large size. However, there is no necessity for making the Trade *News* such a large job.

Cutting the number of pages in half will of course, decrease the income from the work, but even at that it will leave a bunch of money which is not to be laughed at.

Every publisher knows his own community best—his experience with advertisers has taught him the limits of their patience and the limits of their pocketbooks. It is up to him to use his own judgment as to whether his town could support a publication of this size. But there are few towns of any importance where such a paper could not be gotten out, at least on a small scale—and even that means money to the printer.

Perhaps the best plan for starting such a publication is the formation of an advertising club in the town, if there is none at the time. An organization of the live merchants, men who know the power and the advisability of advertising, will quickly take to such a plan. They will realize that in this manner they can rid their shelves of stock which has long lain idle, a dead loss, by putting it on at a special sale and telling the county about it through such a medium.

The mailing list for the Trade *News* is comparatively easy to prepare. The following method, in most cases, will give a live and up-to-date mailing list, which can be worked with any mailing machine.

From the postmaster of every town in the territory to be covered can be secured the number of rural routes in that town's list, and the number of boxes on

the routes. The list of town residents, if these are desired, can be secured from the books of the county assessors. Almost any county clerk will make out a list for a reasonable price.

For instance, the town of Smithville has five routes, we will say. On Route 1, there are 50 boxes, and on no route are there more than 100 boxes. After making a survey of the situation it is found that on no route in the territory covered is there more than 150 boxes.

Therefore, it will be necessary to set only 150 lines of linotype composition to make the mailing list for the entire rural route circulation. If Route 1 has fifty boxes, mail off 50 papers, tie then in a bundle, mark them "Smithville, Route 1," and let them go. They'll reach their destination in good order.

With the organization of the advertising club a mailing permit can be secured whereby the necessity of affixing stamps is obviated. The permit printed on the paper carries it through—the same system for mailing as is used on the newspaper.

It is, altogether, a simple enough proposition, and one which can be used to excellent advantage by many comparatively small publishers.

Not only does it mean a monthly monetary earning for the publisher, but it means also that his prestige is automatically increased with the prestige of the town in which he operates. It creates good will among his advertisers, for he is the center of an advertising organization which secures costly advertising for them at a low price.

And what more is a newspaper working for than money and good will.

Plain Talk to a Rival

TYPOTHETAE BULLETIN

THERE are a few men who can sit down and calmly analyze a situation as did the progressive young printer who wrote the following letter to one of his competitors. It is full of meat and deserves the careful perusal of every reader of the *Bulletin*.

He also brings out distinctly the point that a printing plant is limited to a certain amount of production per day, that its workmen are not like a retail salesman and that there is a vast difference between the retail merchandising establishment and the commercial printing plant which should be considered and used as an argument whenever necessary by a printer who feels the necessity of demonstrating to a local merchant the difference between the two lines of business. The letter is as follows:

"Dear Sir: The right price of 1 M No. 6 Dennison's "G" Tags printed is $8.50; and $5.50 for each additional M. Today I quoted that price to a party who stated that they had a price of $5.95 for a single thousand. Now, of course, you can charge any price you wish, and maybe it's none of my business—but I think you should make a profit, don't you?

"Now, if this was the only time I had ever run across anything like this, I wouldn't say anything about it, but this is only one of several hundred instances. Nearly every day I run across jobs that you have taken for less than the actual cost to produce.

"I am in the printing business only for what I can get out of it. I think every printer earns what he gets, and few get what they earn. So far this year we have netted 20 per cent on the volume of business. I believe our workmen are above the average, and as speedy as any who do good work. Now do you think it cost you 25 to 50 per cent less to produce a job than it does us? If not, how much profit do you make on a job that you take for 50 per cent less than our price—the right price—(ask the cost experts).

"I don't get one order out of a hundred that I figure on where PRICE is the ONLY consideration. I won't take an order from any one for less than cost, no matter who it is. I'm not afraid to lose orders if they don't bring a profit. In spite of this, our business is growing. My policy is a dollar's worth of service for every dollar received—but no more. I don't give anything for nothing, and don't ask anything for nothing. If I couldn't get business at a profit I would quit, and go to plumbing and maybe retire in a few years.

"I wouldn't consider myself a salesman if I got orders by cutting the other fellow's price.

"You know that printing has always been (until recently) the sorriest business in the world (beggars). I think that a printer is entitled to net 20 per cent on his volume of business. We can't operate on a closer margin than that, as our business is not like a mercantile business. The capacity of a printing plant is a certain amount per day. When business is good, you can't run over capacity, and when business is rotten, you LOSE. Now a salesman in a large store may sell a thousand dollars worth of merchandise in one day (one salesman). Can one of your men produce one thousand dollars worth of printing in one day? No, not in ten. So, who is entitled to the largest percentage of profit? The business that does the volume, or the business where it is impossible to do the volume? No matter how many orders you take, the plant can only turn out a certain amount per day.

"Now, if you have the interest of your company at heart, you will say that I am right. If not, you will get sore and say that I am a "know-it-all," and nosing into other people's business and just an all around Damphool.

"P. S. Bidding—The bane of the printing business; a process by which proprieters and salesmen eliminate the possibility of profit; a fascinating game in which the winner is usually the loser; an exhibition of mental ingenuity and financial inability; a contest of wits for the enrichment of the customer."

Make the Publisher Pay

The time will be rapidly approaching when the festive publisher will be making a bid for publicity. Of course, every newspaper publisher knows that publicity is a very desirable thing to help the candidate waft himself into office. In fact, it is necessary. Paid publicity costs money. So the unscrupulous politicker endeavors to get all the advantageous free publicity he can. Many of them employ trained press agents to put across the free publicity stunt.

It is singular indeed, that publishers are so easily lead into this free publicity when they know that every line in a newspaper costs real money. Publishers should know that the office holder is not near as friendly as the candidate and should not give free support, expecting favors.

Impress upon the candidates that you make your living from your columns and that he must pay for his space the same as any advertiser, But—Brother Editors—be fair to the candidate. Do not charge him an exorbitant rate for your space, lest you spoil his confidence in your business judgment.

"Teamwork" is the name of a new house organ recently launched by the St. Louis Globe-Democrat. It is filled with live material to promote better advertising and better merchandising.

MACHINE COMPOSITION

Learners on Composing Machines

Young men who are aspiring to become operators of composing machines are inclined to be too "quick on the trigger." They seem to be rather impatient. They have an idea they should become speedy operators over night. In their eagerness to encompass this result they "speed up." This makes for slipshod work and prolongs the time when they really become proficient operators.

It has been found through teaching a number of young men the operation of the machine that deliberateness pays best. The method of one instructor is to lock the verges on the machine, start the power so as to impart the standard keyboard action, and have the student finger the keyboard for several days. This accustoms him to the touch and acquaints him with the location of the keys. The next step in instruction is to set copy and cast slugs. The matter of spacing and justification are covered in this second operation. Acquainting him with the things he should know about the machine, such as starting distributor, keeping metal pot properly filled, temperature of the metal, etc., are included in the third step.

The student is continually cautioned against striving for speed. This comes of its own volition after he becomes accustomed to the machine and has acquired a thorough knowledge of the location of the keys. Haste makes waste. Operators are not turned out over night. Good operators can, however, be developed in six months through proper systematic instruction.

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Casting Imprints

A profitable feature of any plant possessing slug casting composing machines is the production of imprints. Nationally marketed goods invariably bear a trademark. There are thousands of these trademarks in one form or another that may be worked out in a border slide, in various sizes from 6 to 36 point, that may be recast on slug-casting machines. This business affords a splendid outlet for unproductive time, since these trademarks can be reproduced at one-fifth the cost of electrotypes or foundry cast logotypes.

There is an imprint matrix concern in the east that can reproduce most any design. One of these slides, 18 point, is reproduced herewith. This design was cast on an 18 point solid slug. The customer objected to the recessed slug. A little ingenuity on the part of the machinist made it possible to cast the design on a solid body. The mold cap was ground sufficiently to admit 18 point solid liners. The temperature of the mouthpiece was run low and the metal at about 600 degrees. The machine on which the imprints were made was equipped with a compressed air attachment which kept the mold cool. Slugs were cast at the rate of five per minute. Each was delivered solid and almost a counterpart of foundry-produced logotypes.

SHALER

READERS are invited to send us suggestions for the care and operation of composing machines. Interchange of ideas will be beneficial to all. "Share your knowledge," should not be overlooked in the aim for a higher order of craftmanship.

Queries concerning care and operation of composing machines will also be answered. Do not hesitate to write your problems. Where a query seems urgent, immediate reply will be made by letter. Write us freely, and write often.

Linotype Executive Goes Abroad

Joseph T. Mackey, secretary-treasurer of the Mergenthaler Linotype company, left New York City July 18 aboard the S. S. Mauretania for a two-months' business-pleasure trip abroad. Mr. Mackey's

Jos. T. Mackey

itinerary includes points in England, France, Italy Switzerland, Germany and Belgium. Before returning, he will visit the various agencies of the makers of the linotype, both in England and on the continent. Accompanying him is Mrs. Mackey.

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Display Type in Auxiliary Magazines

It will be found that most 24 point standard faces can be run in the auxiliary or slide magazine of slug casting machines of these models.

However, many purchasers of such machines invariably specify cap fonts to run in these auxiliary magazines. Usage demonstrates the wisdom of carrying lower case in the magazine, with caps, points and figures running pi. This affords wider utility for display faces.

Caps are used only about one-fourth as often as lower case. Since every line produced by machine is a line of distribution saved, it follows that it is distinctly economical to equip side or auxiliary magazines with lower case of the larger faces instead of caps.

Hints to Machinists and Operators

An over-oiled composing machine is as bad as one that is under-oiled. Excessive oil, and permitting the machine to become smeared with grease and dust are the causes of more trouble than working the machine to capacity 24 hours in a day. Oil regularly and wipe the surplus from about the oil holes instead of permitting it to run wild.

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Holes in the side of the well in the crucible should be kept free to permit easy access of metal. These holes should be cleaned out at least once each week. If metal is inclined to be at all dirty the dross soon fills these holes and poor slugs result.

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Permitting spacebands to go uncleaned for even as much as a day is poor policy. Spacebands should never be returned to the machine after cleaning if there is the slightest indication of metal collecting at the casting point. This metal should never be removed with anything harder than a brass rule. A slug from the machine is best for the purpose. After removing the metal the bands should be rubbed briskly over a pine board sprinkled with No. 635 dry graphite. Flake graphite usually sold by hardwarestores is unfit for this purpose. Keep the spacebands clean and polished and it will be impossible for hair lines to creep into print, if ordinary care is exercised in operating the machine.

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Vent orifices, or vertical lines in the mouthpiece, should be kept open. If they are permitted to close the air cannot be expelled from the mold when the plunger descends to make the cast. Hollow slugs result. The vents, however, should not be opened too wide, else the sprue will be too great. After opening the vents with a sharp, keen-bladed cold chisel the surface of the mouthpiece should be smoothed off with an oil stone to remove the welts.

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Ludlow Opens New Office

The Ludlow Typograph company has moved into its new district offices at 303, 304 and 305 Hearst building, San Francisco. The new offices are very accessible, and are provided with complete Ludlow demonstrating equipment.

The Ludlow company manufacturers the Ludlow system for casting all sizes and styles of typefaces on slugs and the Elrod lead, slug and rule caster.

In leading newspaper and commercial plants and trade composition houses in the Pacific States, as in other enterprising parts of the country, the Ludlow and Elrod have established their value. The expansion of the Ludlow company's business in Pacific states has necessitated these larger district offices.

H. G. H. Buckner, district manager at San Francisco, has been with the Ludlow company for several years, and believes as thoroughly in the Ludlow and Elrod as he does in the printers and publishers of the Pacific coast states.

Carnegie Technology Course in Fine Printing

Advanced Instruction in Those Elements of Taste, Tradition, and Technique, Constituting Branch of Typography and Book Production Known as Fine Printing

THE Carnegie Institute of Technology announces that a course in fine printing, conducted by Porter Garnett, Associate professor of graphic art, has been added to the curriculum of the School of Printing in the College of Industries. Instruction will begin with the opening of the next semester, September 17, 1922.

The above announcement was contained in one of the most pleasing pieces of printing it has been our good fortune to receive. The entire announcement was prepared and the work done in the institute. An effort was made to secure the complete announcement to be bound in with the August issue of the National Printer Journalist, but the school being closed for the summer, and the edition of the announcements being limited, they were not available for our extensive circulation. To reproduce the work in plate form could not in any sense do it justice, and rather than detract from so meritorious a piece of work through reproduction, we contended ourselves with a reproduction of the cover page. The text matter is reprinted in its entirety because of the extensive scope it covers, and to show how completely and thoroughly Carnegie Institute of Technology goes into the matter of curriculum for its school of printing.

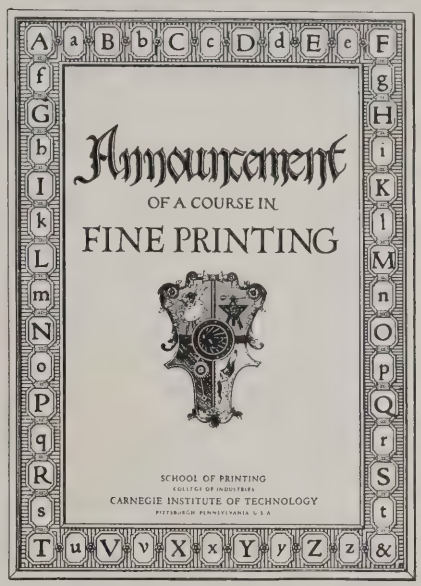
DESCRIPTION

An advanced course in those elements of taste, tradition, and technique, which constitute the branch of typography and book-production known as fine printing. Designed to give the student special knowledge, which will enable him, as craftsman or employing printer, to enter and to maintain the highest standards in the field occupied by master-printers. Theory, Laboratory Work and Shop Practice. Instruction, with special reference to fine printing, in History, Materials, Letter-drawing, and Type-design, Layout, and Technique. Prerequisites: Instruction in the elementary technical branches. Open to Special students with practical experience.

SYLLABUS

I. THEORY

First principles: Fine printing defined —Distinguishing characteristics — The artist-printer—His ideals and standards—The desire of perfection—The artistic conscience—Production for the sake of production—Production for the sake of the thing produced—Contemporary craftsmen —The present high standard of commercial printing—What commercial printers have learned from fine printers—Where the credit for raising the standard of craftsmanship lies—The distinction less apparent than formerly—Artist and artificer —The proper and improper use of models —Enlightened selection—Discrimination and choice—Imitativeness—Originality—Creativeness—The need of fine printing—A tradition of rightness—Opportunities, allurements, and rewards of the profession—The private press—The consulting typographer — Qualifications — Designing and supervision—Ability to design not essential—The reputation and standing of a press—How established and how maintained—The fine-printing department—Why it should be segregated—Selecting operative for fine printing—Their qualifications.



THE majuscules and minuscules introduced into the border on the cover of this circular have been drawn from the types used by Johann, of Speier, for the *Epistolae ad familiares* of Cicero [Hain 5164. Proctor 4106.], printed at Venice in 1469. Although earlier printers, notably the 'R' printer, of Strassburg (1464), and Sweynheym and Pannartz, of Subiaco (1465), had used romanoid types—modified imitations of half-uncial manuscript hands—the type of Johann, of Speier, was the first true roman. (Even here exceptions are to be noted in the minuscules 'h' and 'v', the latter character being added to the fount by Wendelin, of Speier, the brother of Johann, after the latter's death in 1470.) While less perfect in design and execution than the roman used one year later by Nicolas Jenson for the *De praeparatione evangelica* of Eusabius [Hain 6699. Proctor 4066.] the type of Johann has, by reason of its priority, rather than of any special artistic merit, a peculiar historical interest.

In the drawing of the letters an effort has been made to recreate their original character, although some of the peculiarities retained are doubtless attributable to a none too careful cutting of the punches, to inexpert founding, to damage, and to falsifications incident to inking and impression.

The word "Announcement" on the cover is in a free rendering of the *lettres de somme* (so called from the circumstance of their employment for the *Summa theologiae* of St. Thomas Aquinas), as given by Geoffroy Tory ([?] -1533) in his treatise on letters, *Champfleury*. Other hand-drawn letters are in the spirit of the fifteenth-century rubricators. The form of the shield is one used for his device by Johann Schöffer, of Mentz, who flourished as a printer from 1503 to 1531.

The type from which the text of the circular was printed is a recent recutting (by the American Type Founders Company) of the *type de l'Université*, originally cut by Claude Garamond ([?] -1561), a pupil of Geoffroy Tory. Authorities differ regarding the date of the *type de l'Université*, but Thibaudeau places it at 1540, or four years earlier than the production of the famous *types royaux*, Greek, Latin (roman and italic), and Hebrew, cut by Garamond for Robert Estinne, by order of Francis I. The Garamond roman was adopted by the *Imprimerie royale* (now the *Imprimerie nationale*) at the time of its foundation by Richelieu in 1640 and punches, said to be those originally cut by Garamond, are still preserved there.

THE HISTORICAL BACKGROUND: A general survey of the development of printing, from its invention to the present day. Lectures, with illustrative specimens. Students will be required to write term-papers dealing with some phase of the history or technique of printing.

MATERIALS: Hand-made paper—How made and where—Parchment—Type—Black-letter—The Roman letter—Famous type-faces—Types suitable for fine printing—Fashions in type—Special type-faces —Type-design—How it differs from other kinds of lettering—Its subleties and difficulties—Humanistic and mechanistic letters—(Old Style) and (Modern)—Variety in uniformity—Legibility—Expressiveness—Beauty—Durability—The care of type—Effects of use and handling—Inks —Variety and adaptability.

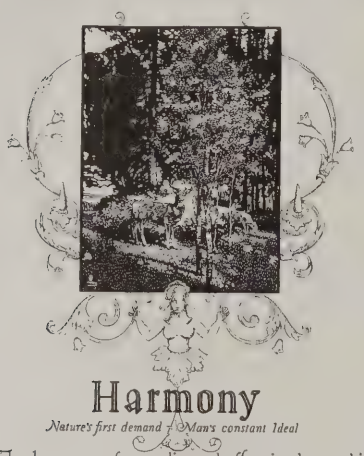
TECHNIQUE: *Composition*: Proportion—Balance—Harmony—Black-and-white relation—Tone—Spacing. *Making-up*: Following the layout—Marking and using the make-up gauge—Vertical spacing—Sinkage—White lines—Imposition—Registration—Two-color registration. *Press-work*: Making ready—Preparing the paper—Wetting—Preparing parchment—Try-sheets—Feeding—The deckle-edge sheet—Guides, pins, and points—Ink distribution—Impression. *Proof-reading*: Special requirements in fine printing—Preparing the copy—The (corrector of the press)—Errors, improprieties, imperfections, and blemishes—Their correction and eradication—Avoided only through knowledge and care—Printing and scholarship—Bibliographical practice—Its complexities—Changing copy—When permissable—The composition of poetry—Of poetic drama—Of prose drama—The fine printer's output to be tested for accuracy as well as for artistic and mechanical excellence. *General*: A knowledge of general principles and technical refinements necessary for all operatives—Co-operation and mutual checking—Co-ordination—*Esprit de corps*—Taking time and giving care—Accuracy, quality, and style so attained.

THE CLASSES OF FINE PRINTING: The book—Its anatomy and constituent parts—The sheet—Sizes—The page—The eternal rectangle—The signature—Arrangement—Oddments—The bastard title—The title-page—The copyright notice—The imprint—The dedication—The introduction — The preface — Bibliographical notes—Acknowledgements—The table of contents—The list of illustrations—The half-title—The type-page—The *mise en page*—Margins—Headings—The running title—Foliations— Decorations—Borders—Head-bands—Initials— Mortising — Tail-pieces—The relation of decoration to typography — Classical standards — Modern tendencies—Notes—Appendices—Addenda —The index—The colophon—Errata—The book as a monument—Special editions Limited editions—Pretentious editions—The so-called *edition de luxe*—Memorials and memorial volumes—Monographs—Reprints—Bibliographica — Catalogues — The *catalogue raisonne*—Broadsides—Programmes—Other kinds of fine printing.

II. LABORATORY WORK

THE PRODUCTION OF A FINE-PRINTED BOOK: Instruction and practice in design, layout, and specifications for all the elements entering into the manufacture and publication of a fine-printed book. Layouts and specifications required for: (1) Letter-head for the Press. (2) Envelope. (3) The book—dummy signatures, paper, format, type, text-page, margins, headings, footnotes, title-page, colophon, other oddments. (4) The prospectus, with specimen page. (5) Special envelope. (6) Address-label (7) Subscription-form. (8) Acknowledgements. (9) Statement of delivery. (10) Wrapper. (11) Back-label. (12) Side-label. (13) Portfolio-label.

Note.—Two layouts for a book—one decorated, the other undecorated—will be required. Students taking this course may collaborate in the preparation of decorated layouts with students taking the course in Advanced Lettering and Book-Decoration in the College of Fine Arts.


Harmony
Nature's first demand / Man's constant Ideal
The harmony of co-ordinated effort in plate making and printing as produced in this plant assures the buyer of a service suited to his most exacting demands.
Wells & Company
Printers and Engravers
2501 South Dearborn Street - Chicago.

EFFECTIVE page advertisement of Wells & Co., Chicago printers and engravers, used in publicity by which this concern is seeking a national outlet for its product. Landscape and nature are advantageously employed to create an atmosphere of illustration that is at once appealing and works in well with the subject matter, "Harmony". Designed in the studio of Langdon Lawrence Co., Chicago. Line etching of copper by Wells & Co.

III. SHOP PRACTICE

SHOP PRACTICE in Fine Printing will consist of executing in type (with supervision and criticism) the various layouts called for in Section II of this syllabus. Students will also be called upon to produce during the year four broadsides (two each semester) and one more elaborate piece of printing, such as a small book, at the and of the spring semester, and they will be given an opportunity to assist in the production of special programmes, announcements, etc. for the various collegiate departments.

CURRICULUM OF THE SCHOOL OF PRINTING: Hand Composition, Machine Composition, Imposition and Lock-up, Proofreading, Principles of Design, Lettering and Layout, Platen Presswork, Cylinder Presswork, Pamphlet-Binding, Office Organization, Salesmanship, Cost-Accounting, Estimating, Advertising Practice, Shop Administration.

Trade Notes

Model 3 Linograph at Boston Show

The Linograph company has announced that in addition to its Model 1 it will have the new Model 3 Linograph at the Boston Graphic Arts Exposition. Model 3 was placed on the market last fall. Due to its unusual features it has been received with much enthusiasm by the printers of both this country and Europe. With regular equipment it carries three magazines. A shift from one to another can be made in about three seconds. All three of these magazines may be removed and replaced by three others in less than 50 seconds, so as a multiple magazine machine its range is practically unlimited.

It is built along the same lines as Model 1 with the low quad slug, the single matrix transfer and the lightweight magazines. It can be equipped with one magazine and more added later by merely securing the additional magazine and setting it on the machine just as if one were changing magazines.

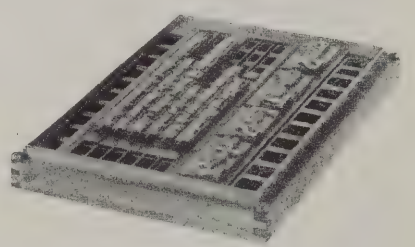
There are quite a number of these machines in the eastern states and the new innovation is expected to create an unusual amount of interest during the show.

*

Garbe Tie-up Slugs

Lester G. Garbe of San Francisco is meeting with signal success in marketing the recently patented Garbe steel tie-up slugs. These slugs are unique in their arrangement. They fill a long-felt want in that they displace string for tying up forms.

The slugs are made of cold rolled steel, eighteen points wide, cut to labor saving lengths, with tongues and grooves in the ends so that the ends will dove-tail together. All slugs are interchangeable.



The slugs are designed to allow for squeeze and inaccuracies in the form up to 12 points. This also makes each slug available for two measures, since a 29 pica slug, for instance, can also be used as a 30. The set screws bind only on the top of the first tongue and allow the corners of the slugs to yield under pressure of the quoins and lock up without loosening the set screws. It follows that when the type is unlocked it is already secured and ready to slide on galleys for storage—no untying and no tying up.

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Omaha Gets Stereotypers' Convention

Omaha was selected as the place of meeting for the International Union of Stereotypers and Electrotypers in 1923, and Atlanta in 1924, at the concluding session of the convention held in Cincinnati, July 22.

Freight Rates Reduced on Typesetting Machines

G. C. Willings, Intertype vice-president in charge of sales, has returned from Atlantic City, N. J., where he appeared before the classification committee of the western railroads in connection with the reduction in the freight classification on typesetting machines west of the Mississippi river. The case was handled through the Brooklyn Chamber of Commerce.

The officials of the Intertype corporation are constantly alert to render service for its constantly increasing army of users. In this respect none have worked more indefatigably than Mr. Willings.

Wood Cuts

THE WOOD CUT holds a prominent place in advertising illustration because it presents any merchandise with grace and clearness.

Advertisers often make the distinction between "artistic" and "mechanical" based merely on the nature of the subject.

Our subject is mechanical, but the wood cut presents it as a beautiful picture, mechanically accurate, and with a graceful line that cannot be excelled in printing effect.

For general advertising and printing the wood cut is unsurpassed. It has a depth and sharpness of line that duplicates exactly in electrotypes which print bright and sharp on almost any paper.

Chicago is the source for artistic or mechanical wood cuts of the highest quality, illustrations that will picture your product with clearness and beauty.

Published by The Wood Engraving Craft of Chicago

"Chicago for Wood Cuts"

EXAMPLE of effective illustrations and typography being used by the Wood Engraving Craft of Chicago to bring before printers and the advertising public the effectiveness of wood engravings. It is a matter of note that centered in Chicago are some of the most expert wood engravers in the world.

Du Pont Adopts New Process

A complete line of lythol reds, made with the latest developments in American dyes, has been placed on the market by the lithopene, dry color and pigment division of the Du Pont company.

It is claimed that they surpass the prewar products, which were made with imported dyes, in finish, brilliancy and tinting properties. They are carefully formulated, and graded in strength to meet the various needs of the printing ink manufacturer. They displace all previous offerings.

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Linograph Company to Increase Sales Force

The Linograph Company will double its Sales and Service force as fast as suitable men can be secured. The new men will be distributed in the east, south and southwestern states.

Sales plans under way presage a healthy condition of Linograph prestige. Since the new model 3 has sprung into prominence, sales generally have been experiencing a steady growth, due to the demand.

Average Country Editor Netted $3150 in 1921

Interest and Depreciation Charges Found to Be Altogether Too Low and Many Items Not Included Salaries Average About $1500

THE South Dakota Rural Press, official organ of the South Dakota Press association, is authority for the statement that the average salary of the South Dakota country publisher for the year 1921 was $1,642. His investment in the business, exclusive of the building, averaged $5,524. His gross income for the past year averaged $6,288. Two percent, or $111.93, was charged off for interest on the investment and depreciation. After charging off all expenses, including salary of owner and interest and depreciation, the average 1921 profits of the country publisher amounted to $1,505.

These figures were arrived at after a careful study of business information submitted by 84 representative country publishers from all sections of the state in connection with the Fourth Annual Survey of South Dakota country newspapers. After they were compiled the figures were discussed with a number of leading publishers and approved by them.

The process of arriving at these figures, and the footings for the various groups considered, follow:

Group	No. in Group	Average Investment in Business Except Bldg.	Investment in Business Range High	Low	Int. & Dep. Amount	(See Below) Pct. Ave. Bus. Inv.	Average Sal. Computed
A	17	6,977.58	20,000	1,000	153.16	2.2	2,247.85
B	11	7,245.45	15,000	1,800	138.16	1.9	2,027.45
C	16	5,121.87	9,000	1,000	96.23	1.9	1,412.11
D	40	4,595.00	10,000	200	91.19	2.	1,338.17

Average and total—all groups, 84; Average investment in business, exclusive of building 5524.63; Amount interest and depreciation, 111.93; Percent of average investment in business 2; Average salary computed 1642.55.

Group	No. in Group	Ave. Gross An'l. Income	Gross Income Range High	Low	Yrly. Exp. Returned by Various Groups Amount	Pct. Ave. Bus. Inv.	Yearly Exp. Range High	Low	Avge. Net Anl. Income Computed (See Below)
A	17	8,605.88	25,000	1,800	6,525.81	75.8	18,000	1,200	2,080.07
B	11	7,762.09	18,000	1,247	5,747.81	74.1	14,000	800	1,876.10
C	16	5,406.25	11,000	1,500	2,687.31	49.7	6,000	400	1,306.69
D	40	5,123.17	17,000	500	2,488.78	48.6	12,000	150	1,238.27

Average and total—all groups, 84; Average gross annual income, 6,288.48; Average net annual income computed, 1,505.19.

DEPRECIATION TOO LOW

The figures show that very few editors are charging off a fair rate for interest and depreciation. Publishers who have been questioned as to what constitutes a fair charge as to these two items seem to agree that the interest charge should be at least 6 per cent and the depreciation about 10 per cent.

The salary and profits added together gives the average country publisher a total of $3,150 for his year's work, which is not a bad return, all things considered.

The same thing that was found to be the case in farm business surveys conducted in the state of late years, that the larger establishments and the ones which had a more accurate check on their costs were the ones to realize the bigger profits, seems to hold good in the case of the newspaper shops. It is also interesting to note that 59 per cent of the Group A papers are using a cost system of some kind while only 32 per cent of the Group D papers have such a system.

Explanatory—To begin with, these four groups were not comparable for the reason that Group A publishers charged up all expenses including interest on investment, depreciation of salary of proprietor, Group B publishers included all these items except depreciation and interest, Group C publishers all items except salary, and Group D publishers did not include interest, depreciation or salary.

The groups were put on a comparatvie basis by assuming that the per cent of the average yearly expense to the average gross annual income was the same in all cases. This same assumption was made in the case of the salary and interest and depreciation items.

Based on this assumption, in Group A, where all expenses were given, the average yearly expense was 75.8 per cent of the average gross annual income. Assuming that this same relationship holds true for the other groups, the total average yearly expenses were computed for each of these groups.

In Group B, where no allowance had been made for interest on the investment and depreciation, the expenses as given, omitting this item, were 74.1 per cent of the average gross annual income. The difference between the 75.8 per cent obtained in Group A, where interest, depreciation and salary were all charged, and the 74.1 per cent obtained in Group B, where the interest and depreciation charge was omitted, or 1.8 per cent of the average gross annual income, represents the interest and depreciation item, amounting in Group A to $153.16, which is 2.2 per cent of the average investment in the business.

In Group C, where all expenses except the item of salary were included, the expenses omitting salary for the owner were 49.7 per cent of the average gross annual income. The difference between the 75.8 per cent obtained in Group A, where interest, depreciation and salary were charged, and the 49.7 per cent obtained in Group C, where no salary was charged, or 27.2 per cent of the average gross annual income, represents the items charge, amounting to $2,247.85 in Group A.

In Group D, where all expenses except salary, interest and depreciation were included, the expenses omitting salary, interest and depreciation was 48.6 per cent of the average gross annual income. The difference between the 75.8 per cent, obtaind in Goup A, where interest, depreciation and salary were charged, and the 48.6 per cent obtained in Group D, where no salary, interest or depreciation was charged, or 27.2 per cent of the average gross annual income, represents the items of salary, interest and depreciation.

There is a slight error in these figures when applied, but it is not enough to take into serious account.

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Printing Price List Grows

Increase of more than 50 per cent in the number of pages in the Franklin Printing Price List, within a period of one year, is announced by R. T. Porte, president of the Porte Publishing Company.

Latest additions and revisions, together with the enlargement of several sections of the list, bring the total number of pages to 686, as compared with 438 pages in July, 1921.

The immense amount of data used in the Franklin list makes it necessary to concentrate it into concise, compact tables, which work alone requires all the time of several specialists.

Among the notable improvements in the list during the past year was the printing of four pages of section in full colors, illustrating the four popular styles of binding for blank books. Many other sections have also been profusely illustrated with samples of work for which tables were compiled.

Much attention was devoted to the difficult problems connected with the printing of booklets and pamphlets of various classes, with the result that section (No. 17) now consists of five parts, covering almost every possible phase of pamphlet and booklet work.

According to Mr. Porte, many other improvements, condensations and revisions are in the hands of the staff for issuance at the earliest possible dates.

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Newsprint Prices Rising Rapidly

The International Paper company, reraised from $70 to $75 a ton as of July 1 by several mills.

The International Paper Company replying to an inquiry, said its price now is $75 a ton. Chester W. Lyman, vice-president, said the increase was due to the growing demand for newsprint, compelling the company to start up several of its higher cost mills to meet the emergency.

One prominent selling agent confirmed the fact that the small independent mills under his control were naming $75 a ton for July and August. The newsprint division of the American Wood Pulp corporation said all its contracts were made at $70 and that it had no present intention of increasing the price.

L. T. Bowmell, secretary of the American Wood Pulp company, sailed recently for Europe to investigate the pulp situation in Finland and Russia.

"Present indications are that the prices of raw material—that is, wood pulp—will rise," he said. "This will automatically increase the price of newsprint paper."

ASSOCIATION ACTIVITIES

Missoula Holds Successful N. E. A. Meet

Editor Folk Gather From Near and Far to Participate in Annual Business and Pleasure Convention, Tour of Northwest Most Enjoyable.

Everything went off according to schedule in the annual convention of the National Editorial Association at Missoula. The special train which started from St. Paul arrived in Missoula on time. From all quarters of United States the newspaper men gathered for the annual convention and outing.

During the business session at Missoula, Secretary Hotaling disclosed some interesting facts in connection with the business affairs of the N. E. A. The report shows a substantial gain in membership, the last three years showing more gains than the 34 that preceded them. During the year the N. E. A. gained $2,715.25 in cash on hand, expenses during the year being $19,613.72, with an income of $27,519.19. The fine showing could not have been made had it not been for the money received for sustaining memberships, the total amount realized from that source being $5,426.50. Secretary Hotaling publishes a list of those whose public spirited action enabled the N. E. A. to come out on the profit side of the ledger through a bad financial year.

The tour, which included an exploration of Glacier National Park and a visit to Yellowstone Park, as well as other places of interest, was resumed on July 22 after the rousing business meetings at Missoula. The editors marveled at the beauties of the Northwest. Many of them never dreamed that such fine scenery was a part of our United States.

One of the big features of the tour was the publication of the Daily Argus, printed on board train. It is doubtful if ever a newspaper has been published that had such a large retinue of editors. Some two hundred scribes composed the editorial board "Wallie" Odell of the Terrytown (N. Y.) News conducted a pithy and breezy column, and the paper generally bristled with the outpouring of talent of the 200 members of the editorial board.

Missoula left nothing undone in its effort to treating the editors right royally. The special train arrived early in the morning, the first day of the convention, but at 7:30 o'clock the editors were routed out by the Missoula band. At the opening session of the convention, Governor Joseph M. Dixon, a former newspaper man, Mayor William H. Beacom and Pete B. Snelson, of Billings, Mont., Gazette, retiring president of the Montana State Press Association, greeted the delegates and welcomed them in behalf of the state. Wallace Odell, of the Tarrytown, N. Y., Daily News, responded in behalf of the association.

Among the officers in attendance at the convention sessions were the acting president, J. C. Brimblecom; the corresponding secretary, George Schlosser; executive and field secretary, H. C. Hotaling; treasurer, W. W. Aikens; executive committee, Will Wilke, George W. Marble, Wallace Odell, Paul T. Harber, Frank Henderson and H. U. Bailey. Secretary Hotaling read greetings from President E. E. Brodie, who is now United States minister to Siam.

A paper on "Advertising Prospects" was read at the Wednesday afternoon session by Richard Lee of the Lord and Thomas agency, Chicago. Other papers given at that meeting were: "A State Press Association that Emphasizes Business," by Fred C. Kennedy of the Washington State Press Association, Seattle. The discussion that followed was led by E. S. Bronson of the El Reno, Okla., American, president of the Oklahoma State Press Association.

"The Cinderella of Journalism," was presented by H. Z. Mitchell, Bemidji, Minn., Sentinel. Jesse H. Neal, executive secretary of Associated Business Papers, New York City, talked on "Forces that Create Favorable Conditions for Newspapers." "The National Editorial Association Home" was the topic of Dr. H. L. Fordham of Hot Springs, Ark.

Wednesday evening the association members were taken for an automobile ride through the Blackfoot valley at Salmon Lake where a lavish picnic supper was served. Entertainment was furnished by artists on the Keith vaudeville circuit and a quartette from Montana University.

Col. W. B. Greeley, United States chief forester, Hanford MacNider, commander of the American Legion, and Cornelius F. Kelly, president of the Anaconda Copper Mining Company, were the principal speakers at the second day's session. Following his talk, Mr. MacNider hopped off by airplane for Kalispell, where he attended an American Legion convention.

Papers read during the day's session included "Cutting the Cost of the Print Shop" by Milton R. Cox, Arapahoe, Neb., Mirror, and "What the Law Says" by William W. Loomis, La Grange, Ill., Citizen, author of "Newspaper Laws."

"Quacks, Insurance and Prosperity" was the subject of the paper by Henry Swift Ives, secretary of the United States Insurance Information Clearing house, Chicago, Ill.

The editors were entertained at a banquet Thursday evening and last night an extensive military spectacle, in which regular army troops participated, was presented for the visitors. One thousand trained soldiers reproduced a sector of Chateau Thierry and during the demonstration brought every weapon of land warfare into play.

A virtual holiday was declared in Billings, Mont., when the special train, speeding toward Missoula, pulled into the former city. A day was spent there.

Business men and the Commerical club and civic societies joined in showing the visitors the industries of the city; a part of the irrigation system of the Yellowstone Valley, oil wells, mines and the wonderful crops which adorn the fields of Montana this year. It was a day crowded with sight-seeing and feasting for the happy party, many of whom will long remember the greeting extended by the people of this once arid land which is now a country of thriving cities and energetic citizens.

The excursionists on their entry into the state were given a thrill when the special train carrying the party was "stuck-up" a few miles outside of Miles City by a number of Montana men. The supposed "hold-up" was staged in such genuine western style that many of the easterners at first thought it was the real thing. Following the exciting event the editors were entertained in true western fashion by the citizens of Miles City and surrounding community.

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Notes of the N. E. A. Convention

One editor remarked that it was not surprising in the least that the train robbery was pulled off at Miles City, since he heard the mayor of that town was a plumber and they rather expected a hold-up.

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N. E. A. is solidly behind strict enforcement of prohibition and all other laws, the rules committee recommended to the convention at Missoula. The report was greeted with a burst of applause from the floor.

★

Issues of the Argus were produced without interruption. When the distress signal was hoisted for help to get out the paper in Missoula, Superintendent C. A. Colby of the Missoulian job department, was on deck and helped put things over.

★

Wallace Odell in his breezy column, "Office Cat," kept everybody in an uproar at the breakfast table with his spicy paragraphs. Several of the editors were so interested in the Argus, they ordered shears from the waiter instead of shredded wheat, thinking they were at home and could not forget the clipping mania.

★

The recommendation to maintain the present postal zone system was made and adopted. It was remarked that in spite of persistent work by powerful newspapers and the magazine combine, Wright Patterson of the Western Newspaper Union successfully put through this issue in Washington. His work was highly commended.

J. P. O'Furey of Hartington, Neb., was on the job at every turn. They say O'Furey is a devil in his own home town, and he surely made good on this appellation not only in Missoula, but on the train.

★

The Missoulian at Missoula, Mont., certainly had the old town well trained. Imagine almost every owner of an auto having his machine placarded "Editors Hop In." Anywhere an editor wanted to go there was an auto to take him.

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Herman Roe of Northfield, Minn., looked longingly at one of the big bears in Yellowstone Park. He had visions of the time when his motor broke down and he had to run the cylinder press by hand. Thought he, that big fellow would make fine motive power.

★

Pete B. Svelson of the Billings (Mont.) Gazette, retiring president of the Montana State Press association, was roundly applauded in his brother-editors welcome, which he extended to the editors on his own behalf and that of the many Montana members of the craft.

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Mrs. G. L. Caswell, wife of the energetic director of the Iowa Press association, very nearly had one of her fine hats ruined. It was accidentally picked up in a paper bag containing the name and address of one of the Missoula laundries. In desperation she rushed to the laundry, and was pleased to find her visions of mangled fragments of pink rosebuds and feathers did not materialize. The hat was returned in perfectly good condition.

★

The editors were very much impressed by the business-like report of Secretary Hotling. The genial secretary rarely overlooks an opportunity to boost organization work. He works constantly in the interests of the association and it is not at all surprising that the annual convention is always such a big success, and that the finances of the association are in such good hape. It is all because a good man is behind these activities. In continuing Secretary Hotling from year to year, the association extends a vote of confidence in his ability to follow through, and he always does.

★

The election of John C. Brimblecom, the Massachusetts editor, to the chieftainship was a foregone conclusion. The Newton Graphic man's election practically continued him in office as he has been acting-president for most of the expiring term through the absence of President E. E. Brodie of the Oregon City (Ore.) Enterprise who was named as Minister to Siam soon after his election last year.

Martin Hutchens, whose two successful dailies in the city of Missoula, Mont., are earning him a place alongside of the great editors of the country, outdid himself on the second day of the N. E. A. convention by issuing a special souvenir in honor of the delegates. The big special contained 66 pages and was wrapped in a colored cover that is not only a triumph of the printer's art but a testimonial to the fine plant from which his two papers are issued. All of the work was done in the Missoula plant, which is one of the finest in the whole northwest.

President Harding Unable to Attend N. E. A.

His Message to the Convention

The White House Washington
June 28, 1922.

My Dear Mr. Hotaling:—

As you have known for a long time, it has been my hope to come to the National Editorial Association convention in Missoula. The cordiality of the invitations received, my fraternal interest in the occasion, and, finally, the attractions offered by a visit to the wonderful country in which the gathering is to be held, united to keep alive to the very last the hope that I might have this pleasure.

But most reluctantly I have been compelled to recognize the inevitable. Public business in Washington has made a trip into the Northwest impossible for this summer at least. So I am writing to express to you and the association my deep disappointment. I had hoped to speak in person of the great service the editorial profession has rendered, and is constantly rendering, in these trying times through which the world is passing. It has not failed to meet the responsibilities imposed upon it. Onerous as they have been, they have been borne with an intelligence, a devotion, and a firm purpose in behalf of national unity, which have greatly contributed to sustain the national spirit.

The way to enduring peace, to economic stability, to social assurance, has been long and hard. It could not have been otherwise, after such a convulsion as the war produced. But we have now advanced far on that way; far enough to assure that prophecies of disaster were from the beginning doomed to emphatic repudiation in the presence of national common sense. From a place which, even though sometimes it is rather lonesome, at least affords a view of a wide range of affairs, I am able to send you a message of cheer and confidence.

If there is any appeal which I would address to a group of men and women so generous as you have been toward those in place of difficulty and great responsibility, it would be an appeal for continuance of the patience, generosity and confidence you have so freely bestowed. But, indeed, I know that appeal is not needed and so, instead, I give you word that your encouragement must always be heartening and sustaining, as your intelligent and earnest criticism will be welcome and monitory.

Please assure the convention of my wishes for a completely successful meeting, and of my disappointment at being unable to participate in its benefits.

Sincerely and fraternally yours,
WARREN G. HARDING.

H. C Hotaling,
Executive Secretary, National Editorial Association.

Montana Press Association

The Montana Press association held its 37th annual convention in Missoula, July 17 and 18, in conjunction with the N. E. A.

Officers elected were as follows: President, G. M. Moss, Whitefish Pilot; O. C. Warden, Great Falls Tribune, first vice-president; Henry Woare, Chester Democrat, second vice-president; M. J. Hutchens, the Missoula Missulian, third vice-president; S. E. Peterson, Great Falls, secretary and treasurer, (re-elected).

The outstanding feature of the convention was the banquet given at the Tavern by the Missoula Publishing company, which assumed the aspects of a huge family party. Dean O. L. Stone of the school of journalism, as toastmaster, was at his best and with "Bill" Hassler, "Bud" Richards, and C. T. Towne collaborating in song, they formed a quartet that was hard to beat for an after-dinner talk-fest and entertainment. Many of the Missoulian ladies also favored the dinner guests with solos, and duets. Miss Estelle Phileo and C. T. Towne made a hit with their poems and songs. "Out where the West Begins" and "In Old Montana" brought down the house.

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Colorado Press Association

Members of the Colorado Press Association gathered at Pueblo, July 21 and 22, in what developed into one of the most enjoyable summer meetings of the Colorado Editorial association.

It seemed rather significant that just one year ago at this time Pueblo was digging itself out of the mud and debris involved in the disastrous flood which visited that section. Indicative of the spirit and energy of the west, Pueblo today is clean, smack, and pretty with substantial buildings, broad pavements and new bridges.

An all-day auto excursion was a feature of the meeting which was participated in by some 85 persons. At one point in the trip the entourage were guests of the United States forest service, who entertained at a splendid dinner. Indeed, this outing was replete with good things to eat, for in the evening the Star-Journal and Chieftain of Pueblo entertained the visitors right royally with a fine banquet. Frank S. Hoag, general manager of the Star-Journal was toastmaster. A feature of the after-dinner festivities was the song, "Colorado," words for which were written by Patrick Byrnes of the Indicator, Pueblo.

Only a short business session was held. Secretary George Harbrick of Greeley, reported a membership of 103. Creation of the position of field director of the C. P. A. was briefly outlined. This matter will be taken up for disposition in January.

Much of the credit for the success of the summer outing was due Patrick Byrnes, who as chairman of the entertainment committee worked long and indefatigably to make the stay of the delegates a pleasant one. He personally supervised every excursion.

It is noteworthy in all the meetings of western associations that there is an atmosphere of conviviality and sociability. Good fellowship and fast friendships are always outstanding features. Such can only result in bringing together all the publishers of each association or of each state, to work for one common good—the promotion of one's good and one's commonwealth.

North Dakota Press Association

R. T. Porte, of Salt Lake City, was the principal speaker at the annual convention of the North Dakota Press association, which met in Mandon, August 4 and 5. Mr. Porte dwelt at length upon the Franklin price list and application of its recommendations to the printing industry. He also spent considerable time expounding his plan for "Own Home Paper Week" which was launched a year ago as a national movement. Other speakers of note were, W. H. Francis, the Journal, Velva, who spoke on "Selling Publicity to the Publisher." Mr. Francis was thoroughly conversant with his topic because he handled it in a masterful manner. The outstanding feature of his remarks was that though publishers make their living in producing publicity for others, they are the poorest advertisers in any industry.

"The Northwest Association, Its Organization and Purpose" was the topic discussed by F. E. Ferrel of Granville, who is head of the northwestern association which is backing a huge immigration drive. "Possibilities for a Small Town Publisher" by C. R. Hurly of Ryder, was full of meaty suggestions on how to create new business as well as to conserve old business. His talk was one of the best of the convention. Discussions of the different addresses and round table sessions were breezy and replete with helpful suggestions.

Devil's Lake afforded the entertainment for the association members. Sufficient cottages to house the editors and their families for a few days were made available. Most of them took advantage of this offer and the entire party formed one big happy family. Many engaged in fishing and some were rewarded by securing good catches.

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South Dakota Press Association

Elaborate arrangements were made for the summer meeting of the South Dakota Press association which met at Vermillion August 10 and 11. It was not surprising therefore, that everything went ahead with precision and snap.

Headquarters were at Dakota Hall, State University grounds, where the association was assigned rooms and served with meals.

Thursday Morning: All University buildings opened at 9 o'clock, and members found persons in charge to show them about the grounds and give them any desired information. At 10 o'clock the party was taken to the 100 acre Dunlap melon patch. And Oh, how the editors regaled themselves with the luscious watermelon. Return to Dakota Hall for luncheon at 12.

Thursday Afternoon: Business session and program in University auditorium. Walter Williams, Dean of School of Journalism, University of Missouri spoke at 3 o'clock.

Thursday Evenings Banquet at 6 o'clock in Dakota Hall.

Friday Morning: Starting a 9 o'clock, party was taken on a tour to University museum, containing the largest collection of natural history specimens in the state.

Friday Afternoon: Business session in University auditorium from 1:30 to 4 o'clock. At 4 o'clock they left the main building for auto drive around the city and adjacent territory.

Friday Evening: Party guests of City Theater. Special feature picture showing films taken of editors at Brookings last summer, was an enjoyable feature.

Virginia Press Association

July 21 and 22 the Virginia Press assembled in Staunton for the Summer meeting. L. E. Pugh, the Press, Newport News, who has been president for three terms, presided.

Paul Scarborough, the News, Franklin, responded eloquently to the address of welcome by the mayor of Staunton.

"Fair Dealing and Campaign Selling" was the keynote of the address of the afternoon by Judge Charles Feidelson, director of the school of journalism at the College of William and Mary. "Never say a thing about anyone in print that you would not dare to say to his face," urged the speaker.

Colonel W. S. Copeland, Dean of the Virginia Press association, oftentimes referred to as the "Grand Old Man" of Virginia newspaper activities, was the principal speaker at the splendid banquet served in the evening. Through 40 years in the newspaper business Colonel Copeland was amply qualified to speak on "The Ethics of Journalism." Friendliness and kindness are his principles and bring home to his auditors and soundness of working always along these lines. Every man and woman present felt better for having heard the inspiring address.

A tour of the Virginia valley by automobile was a feature at the close of convention doings.

Officers were elected as follows: President, M. T. Harrison, Bedford Democrat; secretary and treasurer, James C. Latimer, Times-Dispatch, Richmond (re-elected); vice-presidents were elected for each of the 10 districts.

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Eastern Tennessee Press Association

LaFollette was the meeting place for the editors comprising the Eastern Tennessee Press Association July 13, 14, and 15.

R. V. Montgomery of the Vindicator, Sevierville, ably responded to the address of welcome by Judge L. H. Carlock of LaFollette. One of the admirable qualities of Mr. Montgomery's speechmaking is his brevity. He is always to the point, yet he brings home to his auditors the thought that he is in earnest.

At the annual business meeting on Friday, A. E. Minge of the Citizen, Kingston, read a very interesting paper on, "Railroad and Auto News—Are They Profitable?" This address opened an interesting discussion. It developed that editors all over Tenessee have been receiving an enormous lot of advertising from railroads, under the guise of news. It was the unanimous opinion that all such material should be consigned to the waste basket.

The banquet in the evening was presided over by Mrs. John S. Helms, Jr., of the Gazette, Morristown, who is also the president of the association. The able manner in which she handled her duties was an interesting departure from usual methods.

The election of officers resulted as follows: President, J. U. Snider, of the LaFollette Press; vice-President, P. A. Gates, of the Etowah Enterprise; secretary-treasurer, Roy V. Montgomery, of the Sevierville Vindicator.

A resolution was passed providing for the correction and printing of the by-laws of the association.

The next meeting will be held at Sievierville, on or near the second Friday in August, 1923.

Southern Newspaper Publishers' Association

About 150 members attended the twentieth annual convention of the Southern Newspaper Publishers' Association at Ashville, North Carolina, which was in session from July 11 to 13.

The address of the president, W. A. Elliott, general manager of the Jacksonville (Fla.) Times-Union, and the report of the secretary-treasurer, Walter C. Johnson, general manager of the Chattanooga News, gave indication of a successful year's work in the S. N. P. A.

Advertising and its relation to newspaper publication; the situation in the newsprint market, with special reference to Alaskan timber lands as a source of wood pulp for the manufacture of newsprint paper; the new department of journalism to be known as the Robert E. Lee Memorial School of Journalism at Washington and Lee University, Lexington, Va., were the topics of leading interest in the discussions. A campaign for raising funds for the proposed school was begun on the last day of the meeting, and several thousand dolars was subscribed by the pubishers present.

Frederick W. Hume, executive secretary of the National Publishers' Association in an address said: "The post office department does not know and never has known, and never will know, if its present methods are continued, what it costs to handle one case of mail." The southern publishers were praised for their part in attempting to have this and other matters relating to the industry brought to a more satisfactory basis.

Frederick I. Thompson, publisher of the Mobile (Ala.) Register, and member of the United States shipping board, received an ovation when he stated that he was the only member of the shipping board who took an open and positive stand in opposition to the selling of liquor aboard the shipping board vessels when that matter was under advisement.

All members of the S. N. P. A. were invited to meet annually with the board of directors at their meeting in News Orleans during the month of January. This will form a semi-annual meeting, in addition to the annual convention in Asheville.

The election of officers resulted as follows: I. Stewart, of the Lexington (Ky.) Herald, president, and Walter C. Johnson, of the Chattanooga (Tenn.) News, to his seventh consecutive term as secretary-treasurer. A resolution was adopted abolishing the offices of first and second vice-presidents, substituting instead general chairmen to have charge of matters relating to news and legislation, and the business office, circulation and advertising.

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Second District Minnesota Press

The annual summer meeting of the Second District Editorial Association of Minnesota was held this year at Lakefield, Minn., on Friday, August 4th. In addition to a picnic dniner served by the Woman's Civic club there was boating and bathing at Spirit Lake. Governor Preus and Mrs. Anna D. Olsen were invited to attend. Larry Ho, Fred Harley and other celebrities were there. President Welles and Secretary Haydon extended a cordial invitation to every editor in the second district to attend.

How They Do It in Wisconsin

W. W. Rowland, in the Milwaukee Journal says that once in a while a country editor can be pried loose from his desk and away from the din of the press and the aroma of printer's ink. Whenever he is thus temporarily separated from the scenes of his labors he and his fellow editors regard it as an event of some magnitude.

Last year about 60 Wisconsin editors, members of the Wisconsin Press association, astounded their editorial brethren by absenting themselves from their desks five days while they toured the Northern Lakes park region and gazed upon some of the beauties of the state's virgin forests and crystal lakes. They liked the outing so well that they decided to hold one annually.

August 3, close to 100 editors, with their families, gathered at Kilbourn for the second annual press trip by automobile through eight counties in southwestern Wisconsin. A party of about 150 made the tour, beginning at Kilbourn and making a loop through La Crosse, Prairie du Chien, Platteville and Mineral Point to Madison.

VIEW DELLS, DEVIL'S LAKE

The editors were entertained at Kilbourn by the Kilbourn Business club and on Friday morning embarked on the steel steamer Winnebago for a trip through the Dells of the Wisconsin river. The party departed from Kilbourn for Baraboo and the Devil's Lake region. At Baraboo the Kiwanis club was host to the editors, who were piloted in Sauk and Columbia counties by James E. Jones, editor of the Kilbourn Weekly; Roland J. Osborne, the Sauk County Democrat; F. J. and G. H. Hood, the Baraboo Republic, and H. E. Cole and H. K. Page, the Baraboo News.

Leaving Baraboo Saturday morning, August 5, the editors journeyed to La Crosse, visiting en route Ableman, Reedsburg, Wonewoc, Hillsboro, Ontario, Cashton, Portland and Middleridge

Members of the La Crosse Automobile club met the party at Irish hill and escorted the editors on a sightseeing trip about the city, ending with a dinner and reception at the Chamber of Commerce and entertainment at Riverside park.

Pushing south from La Crosse Sunday, August 6, the delegation traveled up the picturesque Coon Valley and through the most rugged and scenic district of the state, by way of Viroqua and Mt. Sterling to Prairie du Chien. When the party reached Prairie du Chien it was joined by group of Iowa publishers and a side trip was made to McGregor, Iowa, opposite Prairie du Chien and the Mississippi.

Monday, August 7, the last day's run, the delegation left Prairie du Chien for Fennimore, Grant county, and went from there to Platteville, where opportunity was given to visit one of the lead and zinc mines. A stop was also made at the site of Wisconsin's first capitol at Belmont.

The editors made a special trip to Mineral Point to honor one of the veteran members of their association—George Crawford of the Iowa County Democrat. Arriving at Madison, the party was taken in hand by a special entertainment committee composed of representatives of the Association of Commerce and the departments of journalism and agricultural journalism of the University of Wisconsin.

The state committee in charge of the trip included: John A. Kuypers of the De Pere Journal-Democrat, president of the state press association; Louis H. Zimmerman of the Burlington Standard-Democrat, secretary-treasurer of the association; H. E. Howe of the Prairie du Chien Courier; B. E. Walters of the Reedsburg Times, and W. W. Rowland of the Milwaukee Journal.

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Believed in Community and in Himself

"We are here tonight to show Dietrick Lamade what we think of him." That was the keynote of the dinner tendered to Mr. Lamade by upwards of 250 of his friends and associates at the Lycoming hotel, on Thursday evening, "commemorating the fiftieth anniversary of the beginning of his printing and publishing career, and in recognition of his life work in this community," to quote the formal expression of the hosts.

Dietrich Lamade,
Publisher of Pennsylvania Grit

"That my life work has been of enough importance to cause so many of my fellow citizens—representative men of the community—to turn aside from the routine of their lives and extend felicitations, as you have done this evening, is the highest tribute I can ever hope to receive," Mr. Lamade told the company at the conclusion of the stated addresses, and added: "By far the greatest gratification, however, is that my efforts have been regarded sufficiently worthy of such recognition as is extended me on this occasion, and I cannot but feel my unworthiness of such a high compliment."

The dinner was served in the large ball room of the hotel, where a large portrait of Mr. Lamade hung on the west wall. The tables were liberally decorated with cut flowers, and a beautiful souvenir folder, with a photograph of the guest of the evening mounted on the cover page, was placed at each plate.

George E. Graff, in his introductory remarks as toastmaster, said that when Mr. Lamade began his career as a printer, "it differed in no essential particular from millions of beginnings, in which budding manhood enters the lists, not always because he wants to, but because he must, to try for a livelihood, and perhaps a career. We are here in attestation of the fact that he has attained the latter.....His road lay through a rugged route, but straight ahead, with a substantial goal, which he has followed for a half century with singular persistence, amazing thoroughness, and a success which strikes our local view as indeed notable.....A large element of his success lies in the thought he took for the welfare of those about him.

"As I contemplate Mr. Lamade from the standpoint of a fellow publisher with personal knowledge of most of the high as well as low spots of his career what strikes me as most notable is his Americanism. Even better than larger financial successes it would appear ideally to illustrate the opportunity that lies at every man's door in this great republic. Here men's opportunities are upon a common level, and the lesson of the evening is that every man in America may claim the reward of his choice if he will but pay the price. One of the rewards of his career is the wholesome respect which those who know Mr. Lamade best entertain for him."

As One Veteran to Another, was the subject assigned to the next speaker, J. Horace McFarland, of Harrisburg, who has for 51 years been a printer and publisher, and for very many years a close friend of Mr. Lamade.

In his response to the expressions of commendation from his fellow citizens, Mr. Lamade suggested that the praise accorded him had been lavish—perhaps extravagant, and declared that they would remain alive in his mind and heart as an inspiration to do what in him lay to make them good.

Mr. Lamade recounted the history of Grit from its beginning in 1882 to the present time. Grit was originally purchased for $500.00. A note being given in payment. The total capital when the paper was taken over was $900.00. The vicissitudes of the early days were many but in 1888 the turning point in the career of this successful publication arrived.

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Wisconsin News League Opens Offices in Milwaukee

The Wisconsin Daily Newspaper League, comprising 30 of the state's leading daily papers, has opened an office and headquarters in Milwaukee.

The new headquarters is under the management of William McColgan, formerly of the New York Evening Journal, veteran of many great advertisng campaigns and one of the founders and promotors of one of America's greatest merchandise service departments.

The 30 papers of the league dominate one of the largest and most prosperous sections in the nation. The publishers of these papers have determined that the greatness of the section shall be made known to the manufacturers and advertisers of dependable products throughout America.

Wisconsin is the first state in the union to inaugurate a service of this kind. The advertising world is interested in the new plan.

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Utah Press Officers

Inadvertently, in our July issue, we gave the name of R. T. Porte as president of the Utah Press association. This was in error. The officers are as follows: W. P. Epperson, president, the Reflex, Kaysville; Karl S. Carlton, vice-president, Beaver County News, Milford; R. T. Porte, secretary-treasurer, Atlas building, Salt Lake City.

Pennsylvania Associations Hold Joint Meeting

Publishers were greatly benefited and inspired by the two days' convention held by the Pennsylvania Weekly Newspaper association and the Pennsylvania State Editorial Association, at Penn-Harris Hotel, Harrisburg, Friday and Saturday, June 23 and 24.

J. H. Zerbey, of Pottsville Republican, to whom much credit for the untiring efforts in arranging program is due, presided at the Friday morning session, at which short addresses and reports were given by officers of the two associations.

Col. Smith, of the Allentown Call, a member of the National Guard, spoke of the need of more interest being shown in the making of the citizen-soldier, and appealed to the newspapermen to give publicity to this cause.

Friday afternoon C. N. Andrews, of the Easton Free Press, told of "Recent Strike Experiences."

Charles M. Meredith, of the Quakertown Free Press, gave an address on "Business Methods of Publishers." The answering promptly of all business correspondence, the co-operative buying of newsprint, prompt collecting of subscriptions, and financial inducements to correspondents to secure subscriptions were among the matters he suggested.

About eighty persons attended the banquet Friday evening.. There was instrumental and vocal music, the newspapermen taking part in this feature.

A telegram was received from President Harding and read at the banquet, extending best wishes and fraternal greetings.

The speakers of the evening were Hon. Courtland Smith, of New York; Jarvis A. Wood, of N. W. Ayer & Son, Philadelphia, and President John M. Thomas, of State College.

At Saturday morning's session Howard W. Page, of the Philadelphia Legal Intelligencer, gave an interesting address on "Newspaper Laws," citing cases heard in court and decisions of judges in libel suits.

Publisher McLean, in a short address, spoke of the desirability of maintaining a high standard of ethics. He said publishers ought to cannonize their profession, and that they hold a power superior to any other man, no matter what his position. The newspaper is the highest agency for good or bad in our land. Publishers ought to be proud that they exert such an influence for good.

C. M. Bomberger, of the Jeannette News-Dispatch. who recently changed from a tri-weekly to a daily, told of some of his experiences in the new field. In his business resume he dwelt upon the need of acting fairly and honestly, otherwise failure sooner or later will result. The cost system in practice is needed by every printer and publisher. It is the foundation of business.

Officers elected by the Pennsylvania State Editorial association are as follows: President, John G. Zook, Lititz Express; first vice president, Harry L. Johnston, Altoona Mirror; second vice president, Howard W. Page, Philadelphia Legal Intelligencer, third vice president, Joseph F. Biddle, Huntingdon News, secretary-treasurer, M. S. Schoch, Selinsgrove Times; executive committee, George J. Campbell, Pittsburgh Legal Journal; John B. Knepper, Carnegie Signal-Item; W. L. Taylor, York Dispatch; Paul Eyerly, Bloomsburg Press; Lea R. Lesher, Clinton County Times, Lock Haven.

The Pennsylvania Weekly Newspaper Association elected these officers for the issuing term; President, Charles B. Spatz, Berks County Democrat, Boyertown; vice president, John B. Knepper, Carnegie Signal-Item; secretary-treasurer, Howard Reynolds, Quarryville Sun; executive committee, Charles M. Meredith, Free Press, Quakertown; Charles M. Coles, Lykens Standard; D. S. Frey, Newport News; Walter L. Sanborn, Lansdale Reporter; G. Ross Eshleman, Lancaster, Law Review.

✠

Central New York Press Association

Situated about 12 miles north of Syracuse is one of the prettiest spots in New York. Here at the junction of the Oneida, Seneca and Oswego Rivers, the Central New York Press association met for its summer outing.

President M. V. Atwood, of Grogan and Ithaca, in his opening remarks, stated the three essentials to successful newspaper making are environment, experience, and education in training. He analyzed the three points and emphasized the importance of every newspaper man perfecting himself along these lines.

Ross Kellogg, director of the Empire School of Printing at Ithaca, briefly outlined the work being carried on at the school. The thought seems to have gained prominence the school was instituted merely to teach composing machine operators. This is not the case. Printing in all its branches is being taught. Mr. Kellogg formerly conducted a newspaper at Seneca Falls. He is admirably equipped to conduct a school. Its success is assured.

Robert M. Adams, bard of New York journalists, who is connected with the College of Agriculture at Ithaca, delighted his auditors with a selection of his famous "Rude Rural Rhymes." He appeared at his best and was well received.

A number of ladies were in the party, and after the short business session the balance of the day was spent in fishing, boating, bathing, etc.

✠

Washington Press Association

Over 100 publishers attended the 36th annual convention of the Washington Press association convening at Pullman, July 14 and 15.

Not much business was involved in the summer session. The chief topic was the 15% commission to advertising agencies. The association passed resolutions denouncing this commission as fundamentally wrong. A campaign of education to abolish the abuse was advised.

A feature of the entertainment was the auto trip over the famous old Lewis and Clark trail, during which the new $500,000 Lewis-Clark community hotel was dedicated. The irrigated orchard section was also visited and editors were given the opportunity to engender enthusiasm viewing the products of their state.

Dean Spencer of the University of Washington school of journalism will edit for the association a volume entitled "Newspapers and Newspaper Ideals." All contributions are to come from Washington publishers.

Of 243 newspapers in the state, it was shown by a large map of Washington that 50% were members of the association. A concerted effort will be made to bring the other 50% into the fold.

Oregon State Editorial Association

The summer meeting was, if anything, perhaps the most delightful outing ever enjoyed by the Oregon State Editorial Association, which met in a two day session at Corvallis, July 21 and 22. President Albert Beed and Secretary Hal E. Hoss, were rewarded for the mighty effort they put forth in preparing the program by noting that everyone who attended had a good time.

Though the summer meeting is intended solely as an outing, several matters of importance came up at the business meeting. Chief of these was the question of whether or not a job shop in connection with a newspaper is profitable. The opinion seemed to prevail that a job department is a very desirable adjunct of country newspaper making. Other interesting topics were the free publicity bogie; legal rates and the manner in which they are being observed by publishers; news features for daily and weekly newspapers; the psychological and practical value of an editorial page; head writing and head treatment and their value to newspaper making generally.

The round table discussion, always an interesting feature of Oregon editors' meetings, was replete with many valuable suggestions. These round tables are becoming more and more an important factor in association activities. Here the problems, the wrinkles, and curlycues of the industry are spread out on the table and ironed out.

A feature of the meeting was a trip to the ocean, going over the coast range through Toledo to Newport. A sea food supper was enjoyed at Newport. In addition, many forms of amusement, dancing swimming, skating, agate hunting, occupied the time of the editors.

✠

Indiana Democratic Editorial Association

Practically no business and an entire absence of "Shop talk" attended the summer meeting of the Indiana Democratic Editorial Association which met at Madison, June 22 and 23. The time was given over to dollification on the banks of the Ohio river. The hills and dales of this picturesque region always have been inviting places and during the June session of the Democratic editors the weather was particularly delightful so that it was enjoyed to the utmost.

Dale J. Crittenberger, of the Anderson Bulletin responded most cordially and in his inimitable manner gave the address of welcome. Mr. Crittenberger's remarks always get the ear of his auditors. A meeting of Indiana editors would be incomplete without him.

Geo. Purcell of the Vincents Sun which is perhaps the oldest publication in the state, discoursed on pioneer newspapers of Indiana.

Enjoyable features of the outing were the moon light ride on the Ohio river, a trip to Clifty Falls, Hanover College, Hospital for the Insane and other points of interest. It was given in the hands of the editors to dedicate a fine new hotel in Clifty Falls State Park, which is situated on a high bluff overlooking the river. They were rewarded for gracing the dedication with their attendance with a fine dinner served in the attractive dining room.

A hundred or more editors and friends made up the party.

New Hampshire Weekly Publisher's Association

Approximately fifty people made up the party for the annual summer outing of the New Hampshire weekly publisher's association at York Beach, Maine, June 23 to 25. Young's Hotel, a hostelry dating back to the first date of the beaches favor as a noted summer resort, some hundred years, was the head quarters.

The annual business meeting was held Saturday, June 24, at which time the following officers were elected for the coming year: President, Arthur G. Fish of Warner; vice-president, Chas. G. Jenness, Rochester; secretary, Arthur B. Rotch, Milford; treasurer, Arthur S. Morris, Littleton; executive committee, president and secretary, ex-officio, George F. Mitchell, Pittsfield; William B. Ranney, Penacook, and Samuel H. Edes, Newport. Secretary Rotch reported the death of one member during the year, Charles E. Blanchard, of Bethlehem and Boston.

Advertising rates and job printing prices were up for discussion. At nearly every meeting of the New Hampshire association these topics weave themselves into the program simply because they will not stay out. It was decided before the business session adjourned that at the fall meeting in October the job printers of the state will be invited for a general discussion of the price problem. New Hampshire publishers operating job plants are bending every effort to remove the element doubt from the quotation of prices for job printing. Many of them subscribe to the Franklin Price List and the main Press Association Schedule.

A feature of the meeting was the fire side session conducted before the large open fire place in the hotel. Albert O'-Brown governor of New Hampshire talked informally concerning state matters. The Governor has always been friendly to New Hampshire's newspaper men and his attendance was very much appreciated. Carl E. Shumway of Boston followed the governor with an interesting talk on general advertising from the agency viewpoint, bearing particularly on agency commissions. Hobart Pillsbury a prominent newspaper writer from Manchester also appeared on the program with a peppery talk. Mr. Pillsbury recently resigned as deputy secretary of state, an office he has held for a number of years, to devote his time in furthering his candidacy for congressman from his district.

All in all the session was a very pleasant affair.

✲

Shows 507 Papers in Oklahoma

Oklahoma has 507 newspapers, according to the list which has just been compiled by the school of journalism. Weeklies, of course, head this list with 409, while there are 50 daily publications. Added to these there are seven church papers, six farm papers, four school papers, five labor papers and four fraternal paers.

There are three oil papers, three negro papers, one German publication and seventeen listed under fifteen different classications are miscellaneous.

"News," as a title for newspapers, appears to be most popular among the editors of the state, for 77 have selected that name, either alone or in combination.

"Democrat" is another popular one, having been chosen as the name of 36 papers. "Herald" follows with 24, "Times," with 21, "Journal" thirteen and "Independent" nine.

Samuel G. Goss, Press Expert, Dies

Samuel George Goss, 64 years old, died Thursday, June 29, at his home at Glencoe, Ill.

Mr. Goss was one of the founders of the Goss Printing Press company, Chicago. For many years he was president of the company that bears his name. He was one of the best known printers in the United States. He was the inventor and patentee of many designs that have meant much for the development of the newspaper press of today. Mr. Goss received

Samuel G. Goss

his start as a practical printer, and out of this experience grew his desire for improvement of the presses which he knew.

In 1885, Samuel G. Goss, his brother, Frederick L. Goss, and Joseph J. Walser organized the Goss Printing Press company. Samuel retired from active management of the business three and a half years ago.

Mr. Goss was born in Chicago, March 5, 1858. He is survived by his wife, Louise C. Goss, his daughter Mrs. Harold H. Elliott, and Sam G. Goss, Jr.

✲

In Print Shop Parlance

An Oakland printer collided with a street car in that city and got all "pied up". They lugged him to the hospital, where the doc picked three-em slivers, two-point weights of glass and four or five sticks of ground-up bone from his anatomy, and then attempted to send him out as a regular edition with a scare head attached. It was no go. He was "off his feet," and the surgeons say he won't be fit for distribution until he is "sorted," as he didn't create a good impression when they pressed him as to the cause of the accident. The printer is disappointed as the galley intended to marry rules that she can't stick to him for any longer period in his present makeup, and the printer swears he will kill her off on sight. But the girl is composing herself by the thought that she will continue to chase the males just as long as men of the type she is after will letter.—*San Francisco Chronicle.*

Northern New York Press Association

While the summer meeting of the Northern New York Press is not intended as a business meeting, nevertheless a very interesting program of important business matters was presented at the summer session at Alexandria Bay, known as the Venice of America.

The program was as follows:

The cost of producing job printing far in excess of merely paper, ink and wages. What comprises it?

Your field—are you covering it and holding all the business that is rightfully YOURS?

Why 14 lines of agate 29 ems a folio?

What should publishers do to create a greater volume of new business from national advertisers?

Making printers and operators by the school system.

Why press associations should adopt rules for governing and eliminating all sorts of free advertising. Farm news and how to get it.

Should local merchants be educated to the use of co-operative advertising and co-operative merchandising?

How can the publisher help to make his home town a greater trading center?

Floyd J. Rich, the energetic secretary of the association, had worked hard to secure a good attendance. He was rewarded by the large number who came. The motor boat trip, starting from Alexandria Bay and traversing the wonderful St. Lawrence river to the Thousand Islands, was enjoyed after the big dinner served at the Crossman House.

On Saturday the party was taken to Goose Bay Park. Here a shore dinner was served at which freshly caught fish from the St. Lawrence river were part of the menu.

Byron G. Seamans, of Polaski, told the editors about his enjoyable trip to California, and Gardnier Kline, of Amsterdam, spoke entertainingly of his trip to the World's Press Congress at Honolulu and the subsequent tour of the orient.

✲

Monotype Company Wins Suit

In a decision handed down June 17 involving the Lanston Monotype Company as appellant vs. Pittsburgh Type Founders Company, defendant, in the United States Circuit Court of Appeals for the third district the former secured a decision in two counts out of the three involved in its claim taken on appeal from the lower court. It was the opinion of the court, Judge C. J. Buffington presiding, that defendant's machine, lead, slug and rule casting mechanism infringed on that of the plaintiff in the method of casting leads, slugs, and rules. This covered two points in favor of the plaintiff. The point on which the court dissented had to do with the cutting into labor-saving sizes the material after it was cast.

✲

Racine Paper in New Home

The Racine Times-Call moved to its new location, the old Telephone Building, the first part of July. Many improvements were made in the building so it would be adaptable to use as a newspaper home. Two new model C. Intertypes were installed, the office now having seven composing machines. While the press was being moved the Times-Call was printed in the office of the Journal-News, which recently moved into its new building.

Department of Newspaper Criticisms

YREKA (CAL.) NEWS—If we were to choose one paper from among the hundreds of representative country weeklies, we would hand the palm to the Siskiyou News. Every department of your paper shows care in preparation of copy and expert attention to arrangement. Advertising typography is way above the average. Editorial page particularly impressive. One of the cleanest looking and best appearing papers coming to our desk. Though it takes pains to produce a worthwhile, fine-looking paper such as yours, the reward in satisfaction and, we venture, in net monetary results, are more than compensating.

★

ARCOLA, (ILL.) RECORD-HERALD—First page has too many large heads grouped at bottom, making the page bottom heavy; otherwise head treatment is in good form except that suggestion is offered that all caps be eliminated and heads be composed in caps and lower case. Believe paper would be enhanced in appearance by setting body 8 point on 9 point slug instead of 8 point on a 10 point slug. Text letter for name of newspaper might very well give way to a clearer type of letter. Too many plain black rules used on advertising imparts a rather dead appearance. Less large display type in advertising and more generous distribution of wide space would improve typography.

✢

CRAWFORDSVILLE (IND.) JOURNAL—Good arrangement of first page, though condensed gothic heads set in all caps make them difficult to read. Suggest caps and lower case and cutting down the first bank from three lines to two lines. Paper quite generally well made up and features advantageously displayed. Feature material more of an editorial atmosphere is found on front page, while news matter is carried on the editorial page. If this condition were changed about it would be an improvement from the reader angle. Ad typography quite creditable.

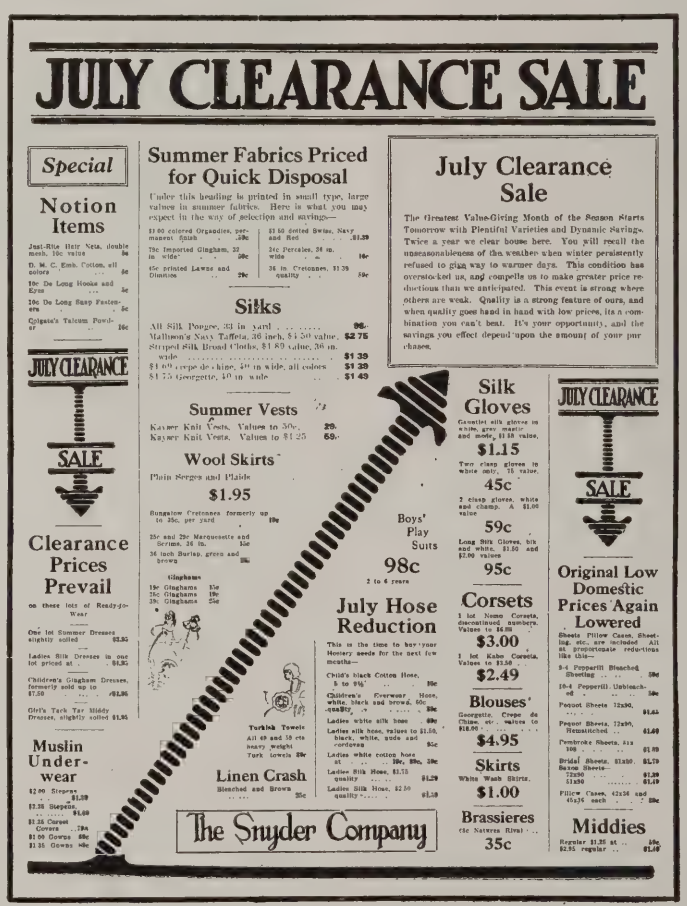
✢

PARDEEVILLE (WIS.) TIMES—Mixing plate matter, which is usually set 8 point on a 9 point slug with first page material that is composed in 8 point on a 10 point slug defeats the possibility of arranging a creditable first page, especially since no heads larger than the 8 point are employed. Classified column in rather poor taste on page 1, as are also patent medicine advertisements. Ornament and extensive use of dashes in advertising could give way advantageously to white space. Tendency to make inside measure of advertisements too wide, crowding the type onto the borders, defeats what would otherwise be fairly good typography. Little copy in a large space is best handled by employing generous white space or margin inside the border and breaking up the type matter into pyramided arrangement rather than attempting to crowd them all into one line. Heavy black borders impart a deadness that would be relieved by using fancy designs or straight borders of a parallel design. Grouping of advertisements in pyramid style on right side of page would also be a big improvement.

Department of Newspaper Criticisms

Publishers and editors are invited to send to the National Printer-Journalist, Montgomery Building, Milwaukee, Wis., copies of their newspapers for constructive criticism. This department aims through intelligent, honest review to be helpful in improving the typography and general makeup.

WATERLOO (IND.) PRESS—Extracting features from plate material for illuminating first page quite an enterprising idea. The same may be said of the Press as of other papers in the smaller cities, they adhere too closely, because of tradition, to all cap head, whereas the use of caps and lower case would make them so much easier to read and afford a more pleasing appearance. Body type is pretty worn down and much of it is filled up. Editorial page should be divorced from general news and would appear to better advantage if run on page four. Typography of advertising shows care in preparation and a higher standard of craftsmanship than is usually found in towns the size of Waterloo. The large mass of advertising you carry would appear to better advantage if it appeared on the right hand side of the page, pyramid fashion, and would afford a wider latitude for make up and news attractiveness.



Effective department store advertisement from the Bemidji (Minn.) Sentinel. Service in every detail is rendered Bemidji merchants by the Sentinel. This service is backed up by craftsmanship in the composing room. Result: pleasing typography and effective advertising.

WABASHA (MINN.) HERALD—It is comforting to know that one has enough advertising patronage to be compelled to put part of it on page 1, yet it appears from your page 5 that you might very well have used this space for carrying the business shown on the first page in recent issue. It is a well known fact that newspaper readers rebel against advertising on the first page, so that the merchant cannot look upon it as a trade argument favoring his advertising on the first page. It is an economic proposition for the publisher as well as one of appearance. Carrying advertising on the first page precludes any possibility of arranging an attractive page. Many articles appear on the inside pages having a much greater news value than much of the material run on page 1. Small display type and more judicious use of white space will improve the appearance of the display advertising.

GILLETTE (WIS.) TIMES—Rather novel treatment of first page by setting all heads in one line, which is a big advantage from your viewpoint because the gist of the news is in the head just the same as if you were carrying three or four banks. Editorial page shows thought and talent in preparation of worthwhile material. Advertising typography would be improved by using smaller display and smaller body matter of wider faces and employing white space more judiciously. Dash below heads might very well give way to white space, which would relieve the cramped appearance. News matter shows care in gathering and preparation and is well written.

✠

RACINE (WIS.) TIMES-CALL—A splendid newspaper, with every feature of newspaper making well handled. One of the most creditable papers of the smaller cities coming to our desk. Preparation of news, heads, make-up, and typography of advertising show intimate attention to every detail as well as unusual ability in all departments capable of producing a high grade newspaper. Perhaps the only suggestion that may be made and one which would be favorably received by readers, would be to displace the 30 point condensed gothic caps with 24 point cap and lower case heads. Times-Call is setting a splendid example for high grade newspaper making in cities much larger than Racine.

✠

NEWARK (OHIO) ADVOCATE—A large volume of business is handled in a very creditable manner. A peculiar circumstance in connection with your paper is that most of the illustrations are much heavier than is ordinarily the case with newspaper cuts. This together with the fact that a number of political advertising and news photographs are run together on several of the pages, makes for quite an unbalanced appearance and is rather bothersome to the reader because these black splotches monopolize one's attention. Sport page would be in better taste on page six or eight. First page would benefit even more largely if present 30 point condensed gothic lines were set in 24 point caps and lower case, as used in your two column heads on page 1.

✠

COLUMBIANA (OHIO) LEDGER—Cut-off rule below streamer head after three-column cartoon and before and after two column articles would make better appearance if single 1 point rule were used instead of heavy and worn oxford rule. As an added improvement would suggest all heads be set in caps and lower case. Think you would be better pleased with the appearance of your paper if news matter were set 8 point on a 9 point slug instead of on a 10 point body. Advertising typography quite meritorious except there is a tendency in large ads to use large display type and cramp the white space, and believe you would benefit largely through readers' interest by instituting a home-interest editorial page.

✠

Harry Hammond's Big Booster Edition

Excelling all previous issues, Harry Hammond, publisher of the *Times*, Byron, Cal., is sending out the Times Eighth Booster edition. Though each of its predecessors may be characterized as remarkable productions, the eight edition stands supreme as a monumental achievement in journalism. Biennially since 1908, the Times Booster has blossomed forth regularly, each issue surpassing its predecessor in size and in the quality of its production. The present issue comprised 214 pages.

"Capt. Jack" Poland, California's famed industrial writer, prepared most of the descriptive matter. A veritable army of specialists blended their ingenuities to make the publication truly representative of craftmanship in every detail. Directing every step, the genius that brought the issue to successful finality, was Harry Hammond.

This is in no sense a eulogy of genius, yet the true American admires spunk, enterprise, and enthusiasm. Harry Hammond possesses that triumvirate. Coming to Byron 16 years ago, he launched the Times. He had faith in Byron and in old San Joaquin. He demonstrated it. At every turn he "followed through." His paper is known far and wide as "the country weekly with a New York atmosphere." His sphere of activity is small, yet he has prospered remarkably.

His policy, never to be satisfied with past achievements but to strive constantly for bigger and better things, keeps him live and active. Serving his town, his readers, and boosting eternally for the Delta country and its enterprises and industries, keeps him active—very active—and successful.

Harry Hammond and the Byron Times are object lessons that may well act as leverages to pull many a country publisher up by his bootstraps and start him going on the double track to achievement.

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

CINCINNATTI

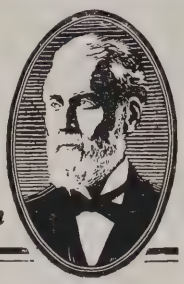
CHICAGO
BOSTON
KANSAS CITY

PHILADELPHIA
ROCHESTER
DETROIT

MINNEAPOLIS
DALLAS
MILWAUKEE

University Training in Journalism

Under Practical Newspaper Men



The unusually large teaching staff of the *Medill School of Journalism* of Northwestern University is composed of seasoned journalists who are also experienced teachers. More than half hold responsible positions on Chicago newspapers. The school is located in the center of great newspaper activity and enjoys the co-operation of leading Chicago newspapers.

Six Co-operating Departments Students have the double advantage of broad cultural and literary training *in addition* to intensive, practical work in the School of Journalism. Six other departments offer valuable courses to students in Journalism.

Lectures from the Laboratory Remarkably interesting and profitable are the frequent lectures given during the year by eminent journalists and publicists.

Send for Bulletin with details of faculty, lectures, courses, co-operating departments. Use coupon now.

Address H. F. HARRINGTON, Director

N.U. MEDILL SCHOOL OF JOURNALISM

NORTHWESTERN UNIVERSITY *School of Commerce*

424 Harris Hall Evanston, Ill.

Partial List of Courses (Bulletin gives full list)

- ☐ Newspaper Reporting
- ☐ News Editing
- ☐ Writing for Business
- ☐ Dramatic Criticism
- ☐ Editorial Writing
- ☐ Magazine and Feature Writing
- ☐ Newspaper Management

H. F. HARRINGTON, Director
MEDILL SCHOOL OF JOURNALISM
424 Harris Hall, Evanston, Ill.

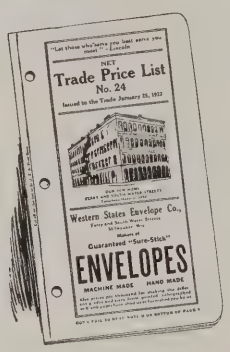
Please send me complete bulletin of the *Medill School of Journalism.* I am especially interested in courses checked to the left.

Name .....

Address .....

20 Clarity Bond—White.....2.55 2.30 2.17

To Fit Your U.T.A. Price Book



THE most comprehensive envelope price list ever put out. All grades of one size on a page—approximate shipping weight of standard size envelopes in their different weights—approximate quantities of each size in a case. Prices quoted in less than 10,000 lots and in 10,000 and case lots—exact figures without computing discounts. Also quotations on catalog envelopes and string and metal fasteners, quoted separately for convenient estimating. And remember—this time-saving price list is punched to fit your U. T. A. and other Similar Price Books. Write for it now. Address—

We Protect the Trade — **Western States Envelope Co.** Milwaukee Wisconsin — Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

Metal Troubles?

WHEN you have metal troubles and want accurate and safe advice, send a half pound of the metal and a practical letter describing the trouble to L. D. Staplin or A. W. Anderson, 325 South La Salle Street, Chicago, Ill., and you will receive prompt and efficient attention without expense. The Charge is your goodwill toward WILKES TYPE METALS.

Wilkes Type Metals

Are carried at 20 Convenient Warehouses

$50,000 would not buy my copy of the Ruxton Course

said a Toledo, Ohio, business man.* Fifty-one other men who took the same course two years ago were also asked to sell. *Only one copy* was available—the owner had died. Five of the men said:

"My Ruxton course in copy-writing is worth more to me today than when I purchased it."—G. B. T.,*—*Norwood, Mass.*

"I could not possibly think of parting with any part of the Ruxton Course."—J. M. B.,* *Brooklyn, N. Y.*

"I wouldn't part with my Ruxton lessons under any circumstances."—L. C. V.,* *Seattle, Wash.*

"I should not care to part with it. I appreciate real worthwhile instruction when I see it."—E. A. W.,* *Detroit, Mich.*

"The Ruxton Course is the most valuable I know and is years ahead of all advertising thought of today."—H. D. C.,* *Chicago, Ill.*

Selling by the Printed Word

in every issue of THE PRINTING ART monthly is a similar course of instruction by Robert Ruxton including illustrated criticism of current advertising. It is absolutely different in treatment and principle from anything ever published. The cost of this department alone is very heavy, yet subscribers get it without extra charge—for the subscription price of the magazine.

The Printing Art is a large, beautifully printed monthly magazine averaging 100 pages (9¼ x 12¼). Its full-page illustrations are selected from the entire field of commercial art.

The articles in THE PRINTING ART are intensely practical and interest advertisers, business men, printers, engravers—all who use advertising and who sell by printed words.

We know that THE PRINTING ART is a big value because literally hundreds of business men (unasked) have told us just that—but everyone may decide for himself without obligation. Simply note coupon and act.

* Names given on request.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, containing Mr. Ruxton's lessons on writing selling copy. You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly, upon condition that, if at the end of three months I am for any reason not perfectly satisfied, you are to refund the entire sum without question, and I am to keep the magazines without further obligation.

Name _____

Street _____

City and State _____

Pioneers

Men with vision and courage to follow their ideals. Thus we visualize the pioneers of business and the world of art.

Artists who combine business vision with artistic skill, to illustrate your message, and Engravers who make possible the universal appeal of the Artists' creations are at your service.

The Artcraft Engraving Co.
6th floor Enterprise Bldg.
Milwaukee, ~ ~ Wisconsin

Laclede Remelting Furnaces

Scientifically Designed and Substantially Built in sizes to meet the requirements of any Office

Jobbers and Dealers Everywhere

Full Information upon request

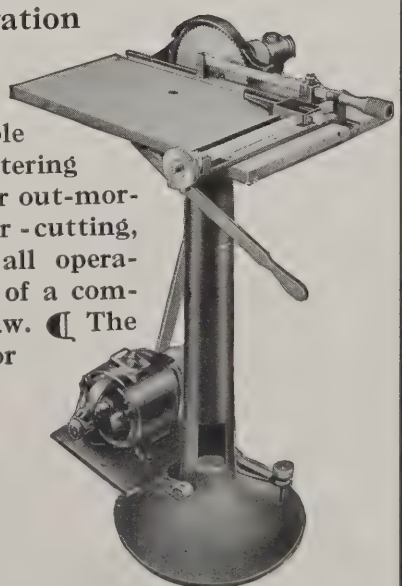
MANUFACTURED BY THE
Laclede Mfg Company
119 N. MAIN STREET
ST. LOUIS, MO.

LACLEDE SAW and TRIMMER
MODEL B

Saws and Trims in One Operation

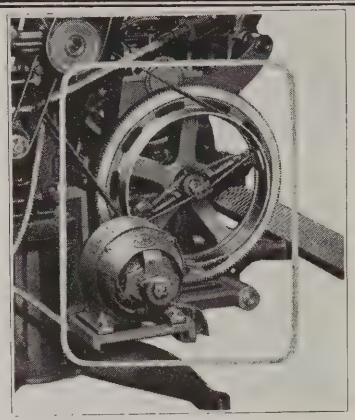
Equipped with the most rapid and simple method for mitering Can be used for out-mortising, under-cutting, mitering and all operations required of a composing room saw. ¶ The table is level for all operations. Column cannot clog up.

Powerful work holder



Write Dept. C for further information

LACLEDE MFG. CO. 119–121 N. First St. St. Louis, Missouri.



Cline Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

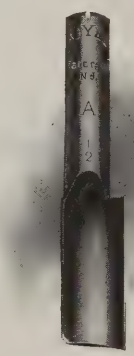
Write Us for Further Details

Cline Electric Mfg. Co.

CHICAGO NEW YORK

Exhibitors at Graphic Arts Exposition

CUTTERS THAT CUT



Are made in over 175 varieties. A cutter for every routing service.

Send sample of work and we will suggest the appropriate cutter.

John Royle & Sons
Patterson, N. J.
Photo-Engravers' Machinery

ENGRAVOGRAPHIA
STEEL AND COPPER PLATE ENGRAVING

To the Trade Prompt Service

The American Embossing Company
192-96 Seneca Street **BUFFALO, N. Y.**

Classified

Here is a market-place for everyone—a convenient, economical, result-bringing medium—that will sell equipment for you, secure help, aid you to a new position, if you are seeking one; being buyer and seller together.

The rate is 25c per line, each insertion. Copy must be in the 20th of the month preceding issue, to insure insertion. Address all communications to National Printer-Journalist, Montgomery Bldg., Milwaukee, Wis.

Publishers who want the best editorials, quatrains and paragraphs offered to weekly papers should ask for month's free service today; reserve three counties; either quatrains or paragraphs are worth total cost; writer has been in editorial work twenty-eight years, half of time on weekly paper; judge by free trial. Sterling Editorial Service, Box 15, Canton, Ohio.

NEWSPAPERS FOR SALE:

$110,000 Pa. daily, netting $27,000. Wire National Newspaper Bureau, 203-So. Dearborn St., Chicago, Ill.

NEWSPAPERS WANTED

We have over 300 buyers for newspapers. National Newspaper Bureau, 203-So. Dearborn St., Chicago, Ill.

PRINTER'S ROLLERS

THE VAN BIBBER ROLLER CO.,

426-428 Elm St., Cincinnati, will give you the best rollers the can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

PRINTING PLANTS FOR SALE

Printing plant and building in Somerset, Manitoba, Canada. First class location. Town 600; divisional point C. N. R. Municipal town with no opposition in municipality. Plant good condition; frame building and 3 living rooms, 2 lots. $3000.00 cash for whole proposition. Write to "Somerset News", Somerset, Manitoba.

MACHINERY

FOR SALE.—Goss Clipper newspaper press, 8pp., with stereo. equipment, $2,000; Duplex flat-bed newspaper press, 8pp., $3,000; Goss Semi-Rotary flat-bed press, 10pp., $4,000; Potter newspaper rotary press, 16pp., with stereo. equipment, $4,500. Baker Sales Company, 200 Fifth Ave., New York City.

QUICK ON

Megill's Patent

SPRING TONGUE GAUGE PINS

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. & Mfr.
763 Atlantic Ave., Brooklyn
From Us or Your Dealer. FREE BOOKLETS

VISE GRIP

Megill's Patent

DOUBLE GRIP GAUGES

Selling Price cannot be based solely on hour cost.

You must know in advance how much production each hour yields.

The Typothetae Standard Guide tells you the production average of every kind of printing and every operation from thousands of plants all over the continent.

With this Guide you can estimate in advance exactly how much work should be done per hour. Multiply that by the cost of that hour and you *know* the cost of the job *before* it is done.

The figures in the Standard Guide have been verified so often and under such different conditions that they may be declared to be almost infallible.

If the actual output is less than that in the Guide, you will know that your plant is less efficient than the average one and you will immediately set out to remedy that condition.

Price $20.00. Monthly revision service giving results of further comparisons and investigations furnished thereafter for $10.00 yearly.

Order from

UNITED TYPOTHETAE of AMERICA

(International Association of Master Printers)

608 South Dearborn Street Chicago, Illinois

The Mark of the Craftsman

THE Mark of the Craftsman is unmistakable. It stamps every work that he does with the intangible something, "everywhere pervasive and nowhere emphatic," that is Style. To provide him with material fit for his skill, the Mergenthaler Linotype Company has produced Linotype Typography. Available on every Linotype everywhere, for every work from a card to a book de luxe, it equips the printer with a scientific and orderly series of perfectly designed faces, each accompanied by its own series of perfectly related ornament.

TYPOGRAPHY (LINOTYPE)

This page is entirely LINOTYPE composed. The face is Old Style No. 7. The decoration is matrix slides 2 point No. 404 and 6 point No. 516; border matrices, 12 point Nos. 1024, 1025, 1026, 1027, and 1028. Specimen sheets of Linotype-typography faces and related ornament will be sent on request. They illustrate what is meant by "THE MARK OF THE CRAFTSMAN"

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N.Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

Canadian Linotype Limited, Toronto

Exhibitors at Boston Graphic Arts Exposition

This advertisement is composed entirely of LINOTYPE material

NATIONAL PRINTER JOURNALIST

SEPTEMBER, 1922

Vol. 40, No. 9

THIRTY-NINTH YEAR

Published by
Trade Press Publishing Co.
Milwaukee, Wis.

Subscription Price
United States and Canada $2.00
Single Copies 20c

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A Monthly Magazine for Printers and Publishers

Stonewall Linen Ledger

A paper of integrity and durability insuring the *permanence* of any records entrusted to it. Its own record entitles it to the careful investigation of every dealer in paper, every manufacturer of stationery. Its strength and printability deserve consideration of business houses wishing a high grade ledger paper for distinctive and wear-resisting broadsides, circulars, etc. Every sheet guaranteed—the user to be the judge.

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Appleton, Wis.	Woelz Brothers	New Orleans, La.	The Diem & Wing Paper Co.
Baltimore, Md.	Barton, Duer & Koch Paper Co.	New York City	F. W. Anderson & Co.
Birmingham, Ala.	The Diem & Wing Paper Co.	New York City	Sutphin Paper Company
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Chicago, Ill.	The Blunden Lyon Co.	Omaha, Nebr.	Field-Hamilton-Smith Paper Co
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Louisville, Ky.	The Rowland Company	Spokane, Wash.	Spokane Paper & Stationery Co.
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Milwaukee, Wis.	Allman-Christiansen Paper Co.		

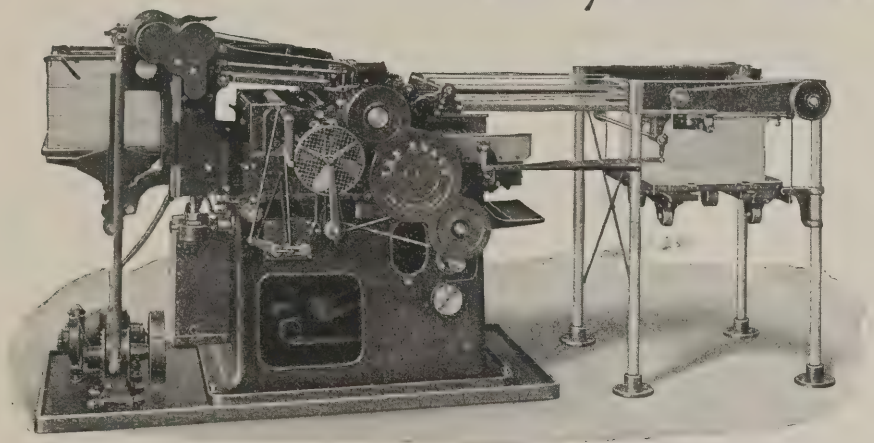
NEENAH 18 73 QUALITY

NEENAH
PAPER COMPANY
Neenah, Wisconsin

MAKERS OF OLD COUNCIL TREE BOND, SUCCESS BOND, CHIEFTAIN BOND, NEENAH BOND, WISDOM BOND, GLACIER BOND, STONEWALL LINEN LEDGER, RESOLUTE LEDGER PRESTIGE LEDGER.

Write for complete free sample outfit, including full sheets of Neenah Bonds and Ledgers for testing purposes.

Job Press Printer: *If you have longed for SUCCESS do as many others have done*—Kellyize & Realize



Kelly Automatic Job Press, Style B, *Also sold without Extension Delivery, which is an extra*

MANY small Job Printers who, with some hesitation, bought one Little Kelly, are now using two or three. The first seemed a big buy; but soon came the proof that no other press pays for itself so quickly. Having done that, it provides the profits out of which a second Little Kelly may be added.

To merely buy a mechanical feed to displace a hand feeder, and save part of his wages, doesn't lift a job printer out of the rut. The mechanical feed saves a little, but labor cost per each hundred impressions is much less on the Little Kelly because the speed is doubled, at least, and one pressman may run two Little Kellys. High output and low labor cost ensure extraordinary profits.

The Little Kelly prints larger forms, and does work of better quality, enabling the job printer to print for customers whose work automatic fed platens could not do. Much of the work usually done on pony cylinders can be done more profitably on the Little Kelly, by splitting forms, because the Little Kelly runs nearly twice as fast with one pressman on one, or even two Kellys.

When you buy a Little Kelly it is delivered complete, with a heavy iron base, two motors, Monitor control, dynamic brake, cast rollers and a chase. An instructor is sent without charge, except traveling expenses, when travel is necessary.

Can't Afford a Little Kelly? To get ahead and build up a more profitable business courage and effort are necessary. Many printers who have utilized their financial resources to the limit to buy their first Little Kelly are now on Easy Street. Had they compromised and taken only a quarter step upward with a less effective press, they would still be plugging hard in a rut. Take courage and ask the manager of our nearest Selling House or agency to give you the names of small job press printers who have two or more Little Kellys. Then ask these users how they did it. What they did other ambitious printers may do.

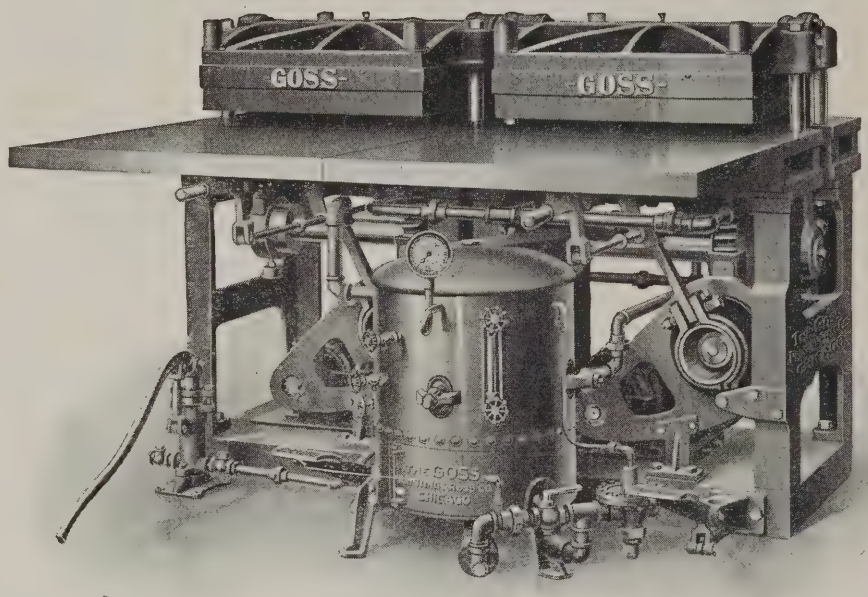
FOR FULL PARTICULARS APPLY TO NEAREST SELLING HOUSE OF THE

American Type Founders Company

Developer and Manufacturer of the Kelly Press, and also to
BARNHART BROS. & SPINDLER, Washington (D. C.), Dallas, Omaha, Seattle; and TORONTO TYPE FOUNDRY COMPANY, Ltd., for Canada east of Port Arthur.

SET IN MEMBERS OF THE GOUDY FAMILY

Goss Motor Driven Steam Table



With GOSS Automatic Gas Fired Steam Generator

The Most *Economical* and *Quickest*

Drying Steam Table on the Market

IMMEDIATE SHIPMENT
FROM STOCK

WRITE FOR LITERATURE
AND PRICES

Complete line of Stereo Equipment in stock for immediate shipment

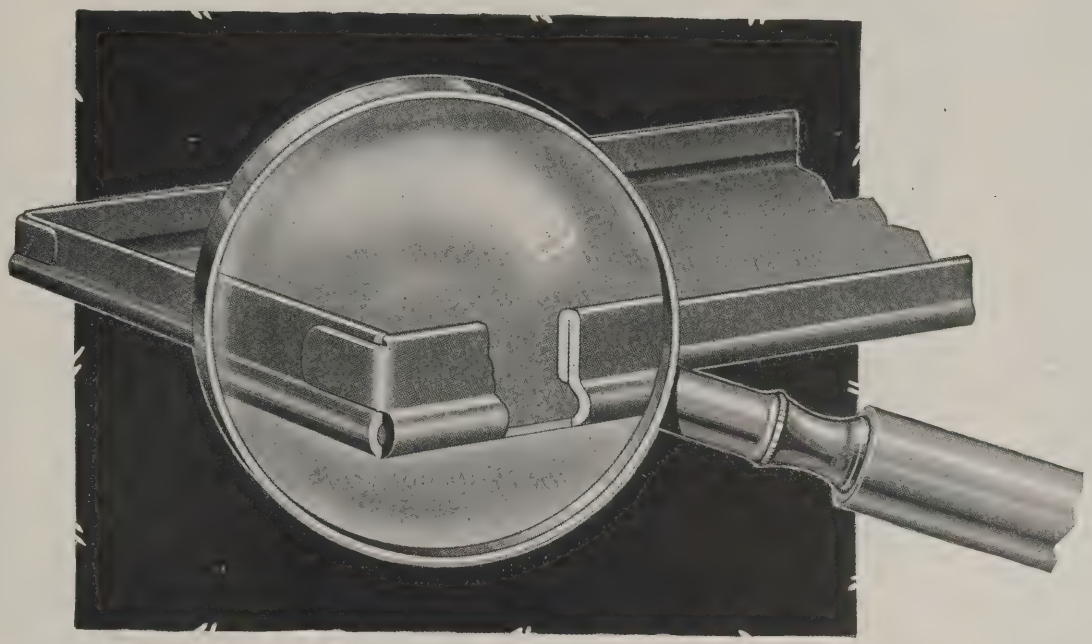
The Goss Printing Press Company

1535 So. Paulina Street

CHICAGO, ILL.

The New Hamilton Galley

(PATENT APPLIED FOR)



NEW? *Yes;* radically different from anything heretofore produced; the latest word in galley construction

The illustration presents a full-size corner detail, showing the double walls with rounded edges—features that insure unusual accuracy, strength and rigidity.

No expense has been spared to produce a galley commercially accurate and as nearly perfect as a discriminating trade requires. Made in one piece; electric welded corners; material specially prepared, perfectly smooth, of uniform quality and the best obtainable for the purpose. Elaborated dies in mammoth presses form the head and sides in double walls that provide practically double the strength of any other galley design, with top edges always round and smooth and galleys uniformly square, thereby insuring a finished product which may be used equally satisfactorily for storage or make-up—a real ALL-PURPOSE GALLEY—a BETTER Galley at no increase in price.

The Hamilton goods are designed and built by craftsmen with a technical knowledge acquired by almost fifty years continuous application to this line.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House. RAHWAY, N. J.

Hamilton Goods Are For Sale by All Prominent Type Founders and Dealers Everywhere

COVERS
FOLDERS
LETTERHEADS
POSTERS
HANGERS

Our New Home

The announcement of our removal to new and larger quarters at 814 Winnebago street, Milwaukee, is of mutual significance and satisfaction to our patrons and ourselves.

To our business friends it means that, with a plant covering 5000 square feet of floor space and with added facilities here offered, they are assured of a still more complete standard of workmanship and service.

We, in turn, find satisfaction in the knowledge that we will be able to reach closer to our ideals of business co-operation.

These ideals include the desire to furnish the utmost in engraving craftsmanship—with skill—with intelligence—with speed consistent with good work—and with an understanding of your needs that permits us to work with you rather than for you.

Our steadily growing list of pleased patrons has necessitated the growth we have achieved.

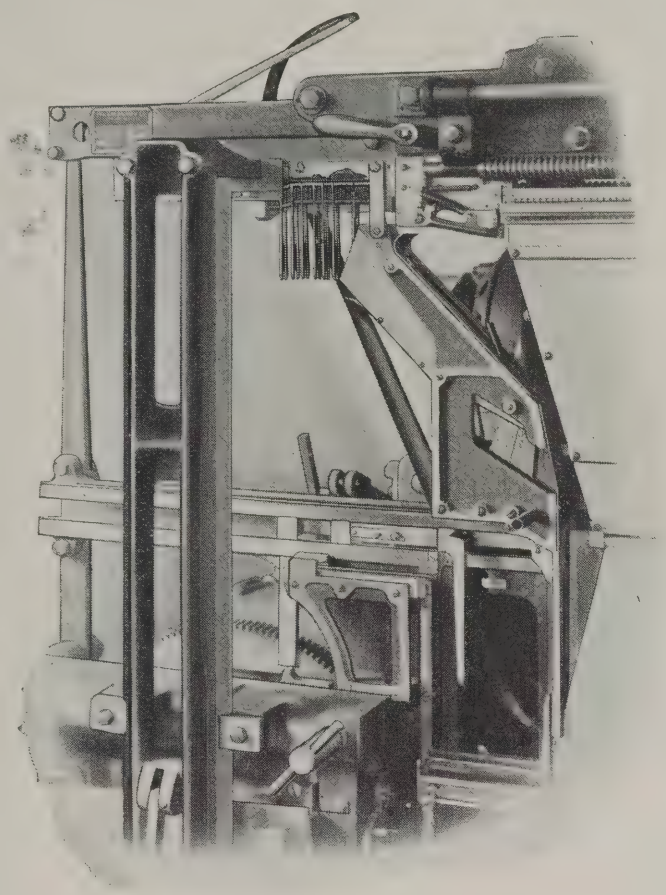
PREMIER ENGRAVING CO.

DESIGNERS ENGRAVERS

MILWAUKEE 814 WINNEBAGO STREET WISCONSIN

HALFTONES
ZINC ETCHINGS
COLOR PLATES
EMBOSSING PLATES
ELECTROTYPES

WHY LINOGRAPH SIMPLICITY MEANS EFFICIENCY



A Single Matrix Transfer

After the cast is made the LINOGRAPH elevator jaws carry the assembled line *directly* to the distributor box through which the matrices pass before going on the distributor bar.

One glance at the illustration will tell how easily and simply this is done. A little thought enables you to understand just how the LINOGRAPH has eliminated many troublesome parts and not only retained efficiency, but increased it.

This is but one of the many reasons why the LINOGRAPH has over 1000 less parts—why it is the easiest to understand, the easiest to operate, the simplest and most efficient typesetting machine.

You can learn of other such Linograph features by Consulting any Linograph owner, or, write direct to us.

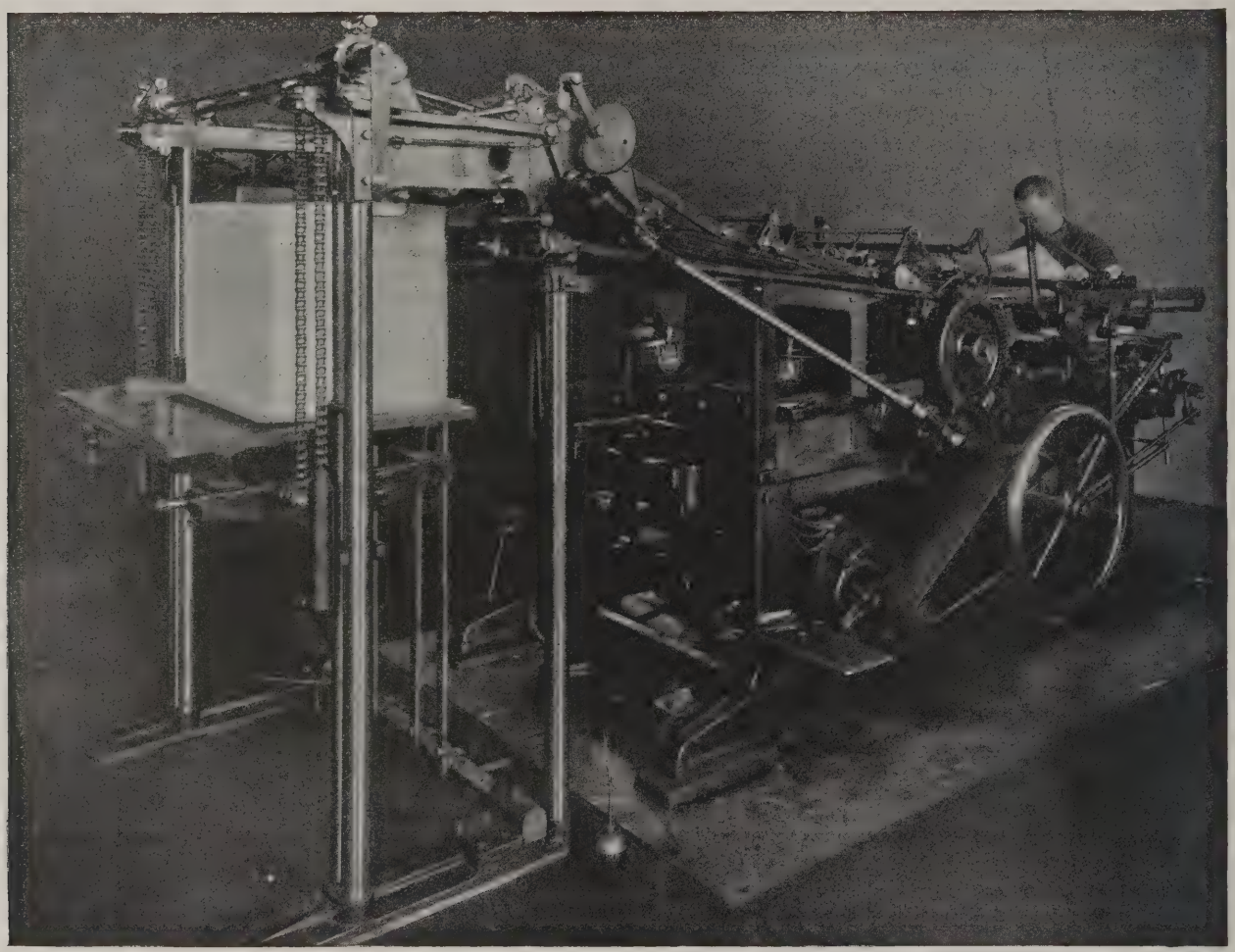
THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U.S.A.

European Representative:
ESTABLISSEMENTS PIERRE VERBEKE
Brussels, Belgium.

Australasia, South America:
PARSONS & WHITTEMORE
299 Broadway, New York City.

NOTE: This is the first of a series of advertisements explaining how the LINOGRAPH can be the simple efficient machine that it is. Others will follow.



Hand vs. Automatic Feeding Facts

THE difference of 25% to 40% in automatic feeding over hand feeding is a fact which every printer should investigate before investing in new printing machinery.

Especially consider, also, the dollar and cents saving in overhead which automatic-fed cylinders make for you when run in pairs.

If you will visit plants operating automatic feeders you will come away convinced that an automatic feeder increases the value of the press output at least $3.00 to $6.00 per 8-hour feeding day.

HAVE JUST GOTTEN ANOTHER FEEDER

The Combing Pile Feeder that we got from you is the only make of feeder we have or ever did have and the only feeder we ever expect to have, no matter how many we have.

We are using this feeder on the finest kind of four-color halftone printing on coated paper and also on news stock where we require quick production, with perfect results in both cases.

We like this feeder so well that we have just gotten another one of the same kind.

LANCASTER COUNTY SEED CO., Paradise, Pa.

A WONDERFUL PIECE OF MECHANISM

The Automatic Combing Pile Feeder on the pony press is a wonderful piece of mechanism. That and the press, in combination, make a machine as absolutely perfect, to my mind, within its requirements as it is possible for a machine to be.

We have worked all sorts of stock on this feeder, from onion skin to two-ply cardboard, and while you doubtless know it to be a fact, it may do no harm to repeat that it handles all stock with equal facility. The adjustment necessary for the changes of stock is very slight. Furthermore, the register is perfect and there is no diminution in speed required for register work.

This is a busy press and any time you want to exhibit the feeder in operation do not hesitate to drop in.

THE NILES PRESS, Philadelphia, Pa.

Dexter Folder Co., 28 W. 23rd St., New York, N. Y.

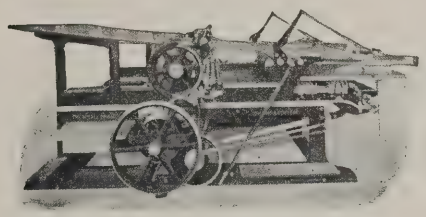
Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

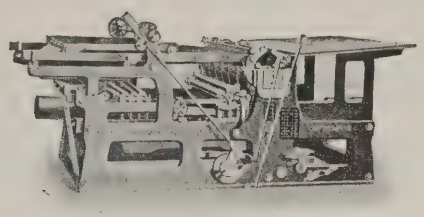
NEW YORK CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA ST. LOUIS SAN FRANCISCO

Johnsonized

High Grade Machines for Book, Job and Catalog printing. These presses are all modern machines thoroughly remanufactured, guaranteed to be free from defective material and workmanship and as good as new for all practical purposes.

Further details gladly given to interested parties. Send for complete list of Johnsonized Printing, Binding and Typesetting machinery.





One No. 0000 Miehle, four roller, both deliveries---fly and sheet. Bed 46x 62, equipped with Fuller automatic feeder.....$5500.00

One No. 1 Miehle, bed 39 x 53 four roller, both deliveries.....$3500.00

One Pony Miehle, bed 26 x 34 both deliveries.....$2100.00

One Huber 2 revolution, four roller bed 39 x 52 front fly delivery $2400.00

One Huber 2 revolution, bed 29 x 42 four roller, front fly delivery $2200.00

One Century 2 revolution, bed 25 x 31, 2 roller, front fly delivery $1500.00

One Century bed 26 x 35, 2 revolution 2 roller, front fly delivery $1700.00

One Optimus 2 revolution, bed 36 x 53, front sheet delivery, four form rollers..... $2800.00

One Optimus 2 revolution, bed 29 x 43, four form rollers, front sheet delivery $2400.00

One Whitlock, 2 revolution, 4 roller, bed 35x47, front fly delivery $2600.00

One Whitlock, 2 revolution, bed 29 x 42, 4 roller, front fly delivery $2200.00

One Babcock Express Drum, bed 24x 31, high speed.....$1000.00

One Cottrell 2 revolution, bed 43 x 56 front fly delivery, four form rollers $2600.00

One Stonemetz 2 revolution, No. 3, bed 25 x 33, two form rollers, front fly delivery..... $1250.00

C. I. Johnson Manufacturing Company

Saint Paul, Minnesota

JOHNSONIZED PRINTING MACHINERY—HANSEN TYPE—COMPLETE PRINTING OFFICE OUTFITTERS

SET IN HANSEN TYPE

Pioneers

Men with vision and courage to follow their ideals. Thus we visualize the pioneers of business and the world of art.

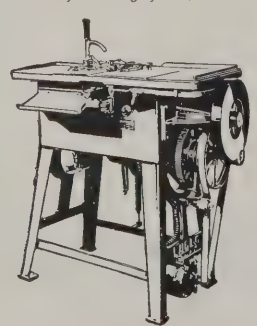
Artists who combine business vision with artistic skill, to illustrate your message, and Engravers who make possible the universal appeal of the Artists' creations are at your service.

The Artcraft Engraving Co.
6th floor Enterprise Bldg.
Milwaukee, ~ ~ Wisconsin

The Ludlow
For Profitable Composition

YOU who lose in your composing rooms the money you make on presswork, need lose it no longer. The Ludlow will speed the work, improve its appearance, and make costs knowable in advance. Costs will not only be lower, but may be standardized as accurately as on presswork or in the bindery.

Without the Ludlow we would have to add at least two men to the pay-roll, and the type equipment necessary to give the same series we get from the Ludlow would mean an enormous investment—and we would still be bound to run short of type at times, even with constant distribution of dead matter.—Ed J. Nickerson, Chicago, Ill.



Make Money on Composition, Too!

Unforeseen stops and hindrances are what make the same job cost double, at one time, what it did before—limited type supply, running out of sorts, worn faces, broken letters, slow justification, and then distribution of used forms! Every job, on the Ludlow, goes through right the first time as planned, and is dumped after use, or kept indefinitely without affecting the cases.

Unlimited new typefaces in every font will increase your capacity and put an end to type shortage, worn faces, running out of sorts and picking forms.

Clean decks after a heavy day—no accumulated distribution. Next morning all hands may start in at once on productive work.

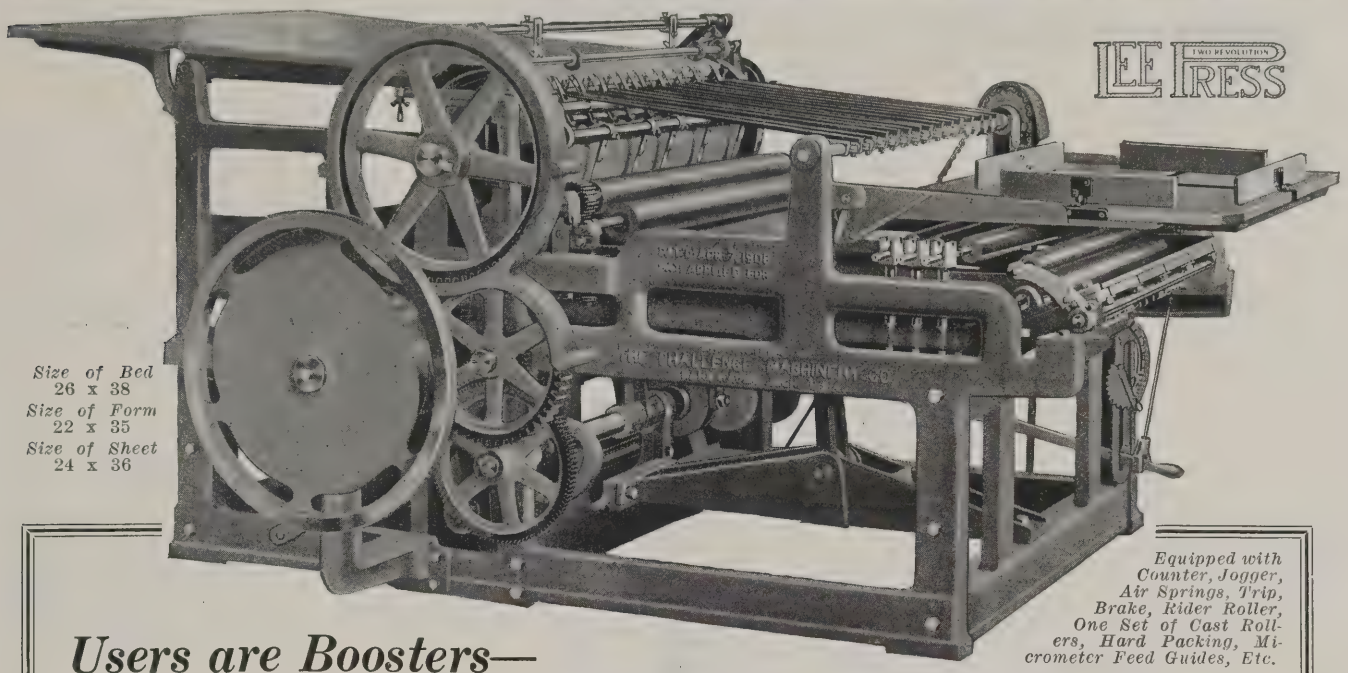
Small floor space is often the determining factor in starting new or making a change. Ludlow equipment, complete, requires only six feet square. It usually displaces old equipment, releasing many times that space.

No extra salaries are required to operate the Ludlow. Your present hand compositor may set his own lines of matrices, by hand, space and justify—and then cast his line on a slug.

Simple ruggedness is a most admirable quality of the Ludlow. Anybody can operate it after an hour's training. Seldom does it need repair.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Ill.
Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.



Size of Bed 26 x 38
Size of Form 22 x 35
Size of Sheet 24 x 36

Equipped with Counter, Jogger, Air Springs, Trip, Brake, Rider Roller, One Set of Cast Rollers, Hard Packing, Micrometer Feed Guides, Etc.

Users are Boosters—

The Lee Press Always Makes Good

Write today for full particulars and learn more about the Lee Two-Revolution Press as the all-around money-making pony press

The Challenge Machinery Co., Grand Haven, Mich. CHICAGO, 124 S. Wells St. NEW YORK, 461 Eighth Ave.

Superior Spacing Materials

EVERY MAN WHO SETS TYPE KNOWS THAT THIS IS TRUE:

"There can be no such thing as Efficiency in Composition until each and every Compositor has been provided with a separate and complete outfit of all the needful SPACING MATERIALS on his individual work bank—ready to hand."

ABOVE we show our new Jobwork Assortment of SUPERIOR SPACING MATERIALS in a standard size case which fits on top or in the rack of any regular cabinet or casestand. The contents provide an adequate outfit of Spaces and Quads [all large Spaces and Quads Cupcast], Copper and Brass Thin Spaces and Brass One-Point Justifying Leads. We have a different Adwork Assortment for newspaper ad compositors. Write for SUPERIOR SPACING MATERIALS circular.

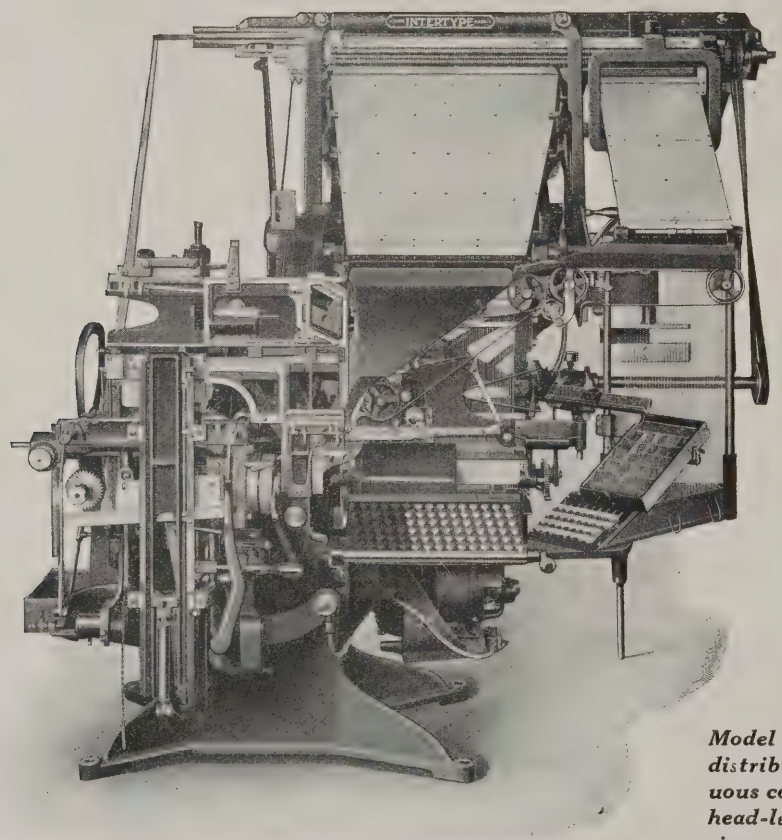
Barnhart Brothers & Spindler

Superior Equipment for Printers

CHICAGO WASHINGTON DALLAS SAINT LOUIS
KANSAS CITY OMAHA SAINT PAUL SEATTLE

9th Reason WHY the INTERTYPE *IS* "The *BETTER* Machine"

This is the ninth of a series of practical talks on Intertype features. More will follow. Watch for them.



Model C-s.m.

is a standardized three-magazine Intertype with a standardized side magazine unit.

Each of the three main magazines will carry one set of two-letter matrices or various combinations of other kinds of matrices.

In addition the auxiliary or side magazine can be filled with display matrices, big advertising figures, accents, or any other special characters required.

Any or all of the main magazines, as well as the side magazine, can be removed and replaced in a few seconds. The side magazine does not limit the speed or convenience of the main magazines, and the whole side unit can be disengaged instantly when not in use, leaving all parts of the machine easily accessible.

Model C-s.m. embodies thirty major improvements and simplifications. The escapement mechanism alone contains 910 fewer moving parts than the same mechanism of other three-magazine machines.

Model C-s.m. is designed without escapement or distributor complications for fast and continuous composition of a wide range of work from head-letter and job faces to the smallest body sizes.

INTERTYPE CORPORATION

General Offices, 1906 Terminal Building, BROOKLYN, N. Y.

505 Rand-McNally Building, CHICAGO
305 Glaslyn Building, MEMPHIS

565-A Howard Street, SAN FRANCISCO
Canadian Agents, Toronto Type Foundry Co., Ltd.

British Branch, Intertype Limited, 15 Brittannia Street, Kings Cross, London, W C 1

Vol. 40. MILWAUKEE, WISCONSIN, SEPTEMBER, 1922. No. 9

The Boston Craftsman Convention

Ultimate in Organization Effort Is Reflected in the Success of Annual Meeting of International Association of Printing House Craftsmen

By E. G. Myers.

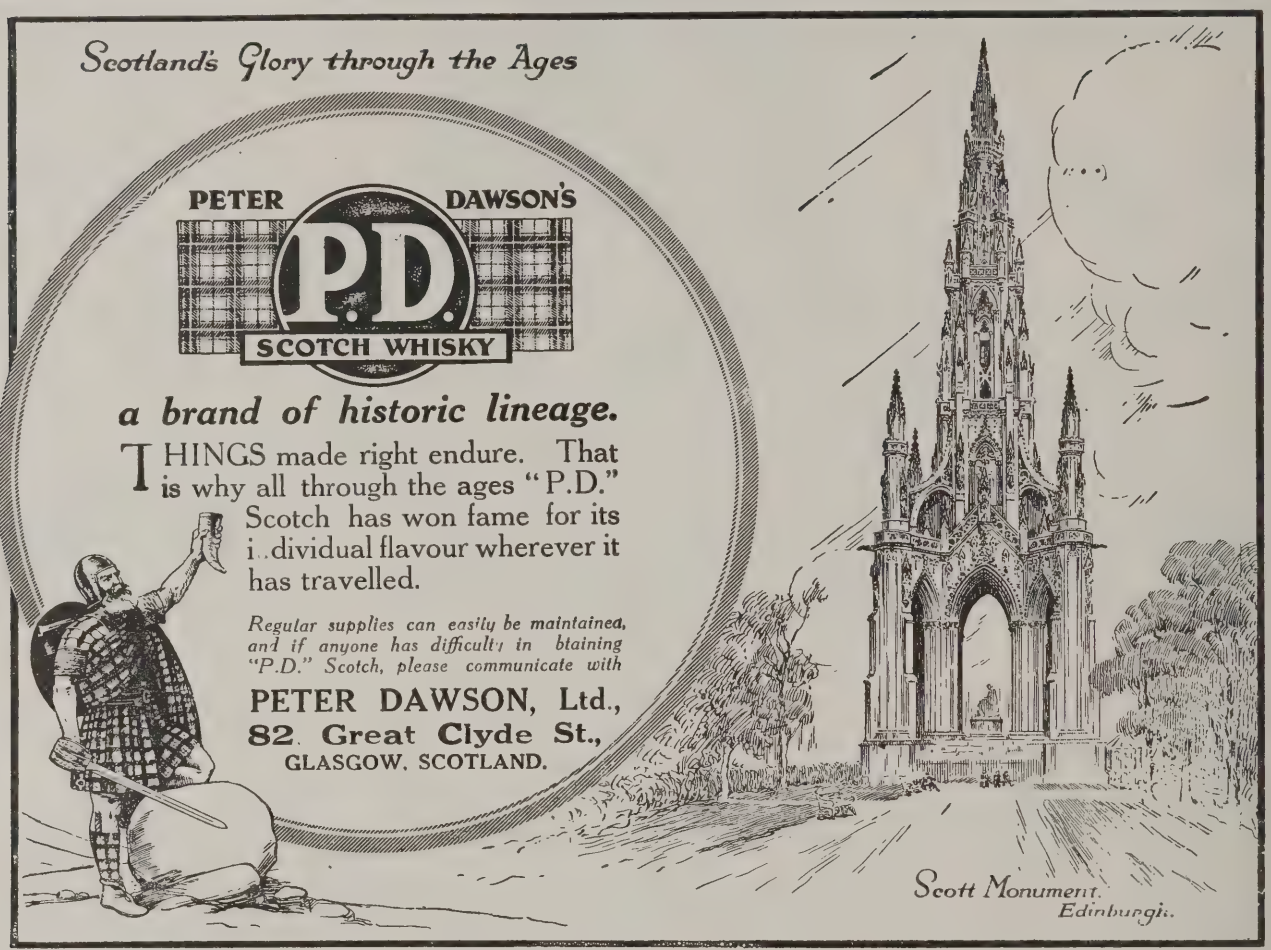
THE past few years have been notable for the achievements accomplished by the Craftsman's movement since its institution. Few who have watched its progress and have been well acquainted with the strides it has been making were prepared for the remarkable convention and exposition held in Boston this year. The trade generally, which does not get a chance to listen in on the convention sessions, would be agreeably surprised to note the tremendous interest manifested and the wonderful work undertaken by the Craftsman. There is no activity in the Graphic Arts Industry today that is exerting such an extraordinary influence to instill in the minds of those connected with the industry the necessity for real craftsmanship and the ways and means for disseminating information along the lines that will lead to the higher order of craftsmanship.

Laying aside all reference to the exposition, we feel that justice could not be done the convention of the International Association of Printing House Craftsman unless particular reference were made to the business sessions of the organization. The brightest minds of the industry gave up vacation pleasures and went to Boston to seek information and knowledge so that they could live in fullest accord with the craftsman's slogan: "Share Your Knowledge." These men, delegates to the convention from their respective cities, closeted themselves for three days, from nine in the morning until usually four or five o'clock in the afternoon, during a period when the temperature usually rose to ninety degrees, and listened to addresses by notables in the printing industry. Problems of the business were discussed and threshed out. Ways and means were sought whereby the craft could be conducted to keep step with changing conditions of the industry.

On the whole, the keynote of the convention was the determination for a higher order of craftsmanship. It might easily be said that it does not devolve upon the executive to do the thing to which craftsmanship aspires; that so far as new processes are concerned, and new ways and means for the conduct of the industry, this is a matter for the employer, yet the entire program of the International Association of Printing House Craftsmen is built around the one point—to make the printing industry a bigger and a better business.

All that can be said in praise of those who were responsible for the splendid convention and the fine speakers engaged, could not adequately present to the reader an appreciation of the largeness of the convention, the interest of the delegates, and the good accomplished.

No factor in the industry today, no matter what the organization may be, is doing as much for the printing business as the International Association of Printing House Craftsmen. It was a big convention, an interesting, helpful, inspiring and successful meeting. The good that was accomplished will make itself felt gradually, but eventually, when all the things that have been planned and are being promulgated get into action, there will be a perfect avalanche of progress.


Scotland's Glory through the Ages
PETER DAWSON'S
P.D.
SCOTCH WHISKY
a brand of historic lineage.
THINGS made right endure. That is why all through the ages "P.D." Scotch has won fame for its individual flavour wherever it has travelled.
Regular supplies can easily be maintained, and if anyone has difficulty in btaining "P.D." Scotch, please communicate with
PETER DAWSON, Ltd.,
82 Great Clyde St.,
GLASGOW, SCOTLAND.
Scott Monument, Edinburgh.

Printed from a stereotype plate made from an English dry mat. American newspaper publishers now receive most of their foreign advertising in the shape of mats, similar to the one from which this plate was made. Note the typographical error in the Italic paragraph, but do not let your thoughts linger too long on the subject of the ad. "Them days are gone forever."

What of the Stereotype Plate?

Will It Supersede the Electrotype in the United States, as It Has Done in England and Germany? Rapid Progress Made with Dry Flong

IT WILL doubtless be news to a majority of the readers of The National Printer-Journalist to learn that, since early in February of this year, at least one section of The Country Gentleman, published by the Curtis Publishing Company, Philadelphia, has been printed from stereotype plates.

Previous to this innovation the Curtis Company had sent their Mr. Connelly to England and Europe for the purpose of making a thorough investigation of the different methods of stereotyping in use in those countries—doubtless actuated by the difference in cost and time required to produce a stereotype plate as compared with an electrotype, this difference all being in favor of the former. The process finally adopted by the Curtis Company is one, however, which had been discarded very generally in both England and Germany several years ago. In a letter to an interested friend, early in March, Mr. Connolly wrote:

"While it is true that we printed twelve pages of Country Gentleman, issue of February 25, and some pages of each subsequent issue from stereotypes solely, it is not true that we used dry mats. We were obliged to abandon the paper mat because of growth of type under steam heat. We now use a plaster mat solely. * * * On some of our stereos we have run 431,018 copies."

The Amalgamated Press of London is owned by Lord Northcliffe. From it are issued the various periodicals controlled by that well-known publisher. Many of these have very large circulations. Stereotypes made from dry mats are used exclusively on these publications, so the writer was informed by Messrs. Gerard and Sharvell, the former the general superintendent and the latter in charge of the stereotype department of the Amalgamated Press, who visited this country some 18 months ago. Being aware of these facts, the writer of this article sought to learn, if possible, why the dry mat had failed on the Country Gentleman when it had proven successful in the Amalgamated Press. He accordingly wrote a business friend in England with the view of getting some light on the subject. In reply this friend wrote, in part:

"We saw the gentleman you mention when he was in London. We know exactly the process he took back with him. The formula is obsolete and is used only in one office here."

While, as our English friend says, the process used by the Country Gentleman may be obsolete in England, results are what count. The fact remains that, typographically, the Country Gentleman will compare very favorably with any publication of like character printed in England or elsewhere. The development of the experiment now being made in the Curtis plant should be of interest to every publisher in this country, and especially to those who issue large editions, in the printing of which electrotype plates are now being used.

In both England and Germany stereotypes cast from dry mats are now very generally used in place of electrotypes. The cost of producing them, as well as the time required, is much less, while the printing qualities have been so improved that job and commercial shops as well as publication houses use them for practically all classes of work where electrotypes would be used in this country. Catalogues and specimens of other work in three and four colors have reached the writer from time to time. I have no hesitancy in saying that the color work would pass muster on ninety-nine per cent of similar work produced in the United States. Without any desire to cast aspersions on home industries, it is safe to assert that both English and the Germans have so far produced a dry mat that will give better results on high grade work than any produced in this country.

As a matter of fact the manufacture of dry mats in the United States had been undertaken on a sizeable scale only just before the outbreak of the world war. Newspapers and other users depended for their supply upon importations principally from Germany. The war, of course, closed this source of supply, and enabled the leading home manufacturer—and so far as the writer's knowledge goes, the only manufacturer—to improve his product under what must be conceded were rather favorable conditions, in spite of drawbacks incident to the war, such as shortage of material, labor, etc., with which all are familiar. He had the field to himself—in other words, a monopoly,—with no danger of competition so long as the war lasted. And users were willing to pay the price. But it must, in justice, be admitted that he met the situation as well as could be expected under the conditions. He not only took care of the trade, but he continued to improve the quality of his product until today it compares very favorably—for newspaper work, at least, and that is as far as the writer's knowledgs of it goes—with anything made in either England or Germany.

The close of the war again let down the bars and the Germans were not slow in endeavoring to regain the business the war had closed to them. Probably more German-made dry mats are now used by the newspapers of the United States than before the war. This does not mean that they have made serious inroads on the home manufacturer. Rather that, the supply being ample and prices reasonable, the dry mat is coming

AN OLD ENGLISH HOME

Printed from a stereotype plate made from a "photo-tone" dry mat off a black-leaded form after several casts had been made.

into more general use. In fact, this is true of mats of all kinds, both wet and dry. The big news and feature syndicates and the advertising service concerns literally "eat them up." A few English-made dry mats were imported shortly after the close of the war, but practically none are coming into the country now, doubtless owing to the fact that the English makers cannot, or will not, make their price low enough to compete with either the home-made or German-made article.

In both England and Germany mat stamping machines are used instead of a mat roller such as we use in this country. The former, to the writer, seems to be preferable to the latter, and doubtless accounts, in a large measure, for the more general use of stereotypes in those two countries. There is a greater opportunity for the moistened mat to stretch under the roller than there is under the stamper, while a rolling motion is much harder on the form than a direct up and down pressure. These foreign molding presses are also combination machines—they are adapted to either wet or dry mats and are both molding and drying machines—or steam tables, as we call them—though the drying of the mat can be either by steam or electricity. The "Winkler" molding press, made in Berne, Switzerland, and quite extensively used in England, is one of this type. It is claimed for it that from dry flongs it will produce perfect mats, type or halftones, in 19 seconds each, and that it equals in output three pneumatic presses, such as are more generally used in Germany. By drying out (or scorching) the mat under pressure, shrinkage is obviated. If shrinkage is desired, then it can be obtained by drying out in the scorcher.

In Germany, Koenig & Bauer, of Wurzburg, made a somewhat similar press, while Clemens Claus, of Thalheim, builds a massive machine weighing five and three-quarter tons—a regular battleship. This latter is built regularly with an adjustable table, but it is also furnished with a stationary table so that forms may be shoved from a form truck to the press table The tables of both of these machines are 24 x 30 inches. On the Koenig & Bauer machine it is stationary. Both are equipped for electrically drying the mat.

It both England and Germany, where plates are to be used for commercial work and the better grade of printing, it is customary to nickel them before they go on the press. This gives them much greater wearing qualities besides retaining the color value of the ink used on the printed sheet. For runs of 100,000 or thereabouts, five minutes in the nickeling bath is sufficient, but for larger runs the Germans first put the plate into a copper bath solution for 30 minutes and then into the nickeling bath for five minutes. Plates so treated, is is claimed, are good for 500,000 impressions without losing their sharpness.

All of which would seem to indicate that the printers and publishers of the United States would do well to investigate carefully the possibilities of the stereotpye.

AN OLD ENGLISH HOME

This plate is printed from a nickeled stereotype. Made from the same dry mat as the cut on the preceding page.

Knowing Your Costs Most Important

No Factor Has Greater Bearing on Success and No Feature of Commercial and Selling Side of Printing Means More to the Industry

By F. W. Fillmore

TIME was when the small-town publisher-printer kept his books in his hat. And costs! There were none, until recent years, who knew what costs meant, referring to records or a system that would disclose just what every department of his business was paying—or losing.

Times do change. Happily, the printer has changed with them. And for the better. The printing industry, through a process of education, has veered around—turned about face—and has been heading into more secure channels. This condition is particularly noticeable in the larger centers of printing, where local organizations of employing printers—more often the Typothetæ—have found the printing business, like any other industry, depends for its success upon knowing costs of operation, so that equitable selling prices may be established, assuring a profit.

The operation of the standard cost finding system has had a very beneficent effect on the printing industry. Processes or machines that were thought to be profitable—likewise certain classes of work—were found to be loss producers. Other equipment and other classes of work that were supposed not to hold up their end well, showed, by the cost system, to be the backbone.

Such disclosures, naturally, placed the master printer in the position of helmsman. By and through his cost records he was shown the way to successful business. All he had to do was to steer in the direction his cost figures designated.

Knowing costs, therefore, is not only essential—it is necessary. Since it has been shown conclusively that cost system operation is good for the large printery the system has been made applicable to daily newspapers and weekly newspapers operating job plants.

One is inclined to ask: "Why is it called the Standard Cost Finding system?"

The standard cost finding system is a method of cost finding made standard by the adoption at the First International Cost Congress of Employing Printers in 1909, and endorsed by each succeeding convention of the United Typothetae of America, of a set of principles upon which the system is based. The system is primarily for the use of obtaining the cost of a printed product, and through its installation and operation the printing offices are enabled to ascertain the cost of an hour's work in the various departments, the cost of each piece of work produced and the cost of all the factors entering into the production of printing.

The Typothetae standard cost finding system for newspapers in an adaptation of the standard cost finding system for printers,, arranged so as to fit the particular cost necessities of the combined commercial printing and newspaper plant, or so-called country newspaper. In plants wherein the combined commercial printing office prints a newspaper each issue of the newspaper is treated the same as any other job going through the plant.

The productive hour method is used in the cost finding, and for the purpose of arriving at the cost of productive hour. Where the labor is hand the productive man hour is the unit. Where the machine is the producing factor the productive machine hour is the unit.

The department's standard hour cost is the gross cost exclusive of stock handling, selling and special newspaper expense, i. e., direct labor plus all overhead expense, departmental and office or general commercial.

The cost per chargeable hour is found by dividing the total cost of the department, including pro-rated general commercial expense, by the number of productive or chargeable hours in the departments.

The costs are ascertained monthly and by months added together until a period sufficiently long has elapsed to obtain a true average cost covering varying conditions. The correct basis is the average for the preceding 12 months. The average yearly cost is ascertained by dropping the month farthest back and adding the last month, and this normal cost is applied against both newspaper and printing orders.

In order to meet the cost needs of the weekly newspaper, two of the standard cost finding system forms were rearranged, and this refers to form 9-HN, summary of department costs for month, and form 2-N newspaper individual order summary.

To the old form 9-H there has been added a column for Special Newspaper Expense and this, as shown on the 9-HN, includes the particular newspaper expense, which has nothing whatever to do with the printing office, such as editorial and news features, circulation and mailing (office) and solicitation and incidentals.

The form 2-N, Newspaper Individual Order Summary is practically the same in operation as the printing Individual Order Summary form 2, and charges are made against each issue of the newspaper on the Individual Order Summary at each department's normal hour cost, together with whatever materials are used. Direct items of composition, ads, hand and machine, and news, composition, hand and machine, are shown under their respective costs. Prorated items of paper, ink, miscellaneous purchases, handling materials, makeup, lock up, presswork, folding (hand and machine) and mailing are carried under Advertising and News Costs on the basis of running inches of each. The total of the foregoing direct and prorated items gives the cost of completed work and to the direct cost of the completed newspaper thus arrived at is added that expense which particularly belongs to the newspaper and which has nothing whatever to do with the commercial printing office (editorial and news features, circulation and mailing, and solicitation and incidentals) and the total newspaper expense becomes a percentage of the cost of completed work and is then pro-rated to the cost of advertising and news on the basis each bears to cost of completed work on newspaper individual order summary.

From the foregoing it will be observed that not only the total cost of the newspaper issue is obtained but as well the total cost of news and the total cost of advertising. When the total running inches is applied against the total cost of advertising of the issue, then the cost per running inch of advertising is obtained.

In operating the standard newspaper cost finding system the following information can be obtained:

Cost of advertising per issue; cost of news per issue; total cost per issue; cost per copy per issue; cost per page per issue; proportion of news to advertising for the entire paper; cost per running inch of news; cost per running inch of advertising; difference between news cost and income from sales and subscriptions, which burden must be borne by advertising; and cost per inch which advertising must carry to cover deficit

between cost of news and income from sales and subscriptions.

Assuming the plant producing a newspaper does both commercial and newspaper work the regular standard cost finding forms will be used, with the exception of form 9-H, which will be displaced by form 9-HN, also the addition of form 2-N for the Newspaper Cost Summary.

Following are the forms to be used: Instruction envelope; individual order summary; newspaper individual order summary; composition daily hand work report; machine composition (slug casting machine) daily report; press daily record; folding machine daily record; combination daily time report; monthly individual payroll record; monthly report of hand departments; monthly record of machine departments; and summary of department costs for month, form 9-HN. Each form is explicit and covers every operation.

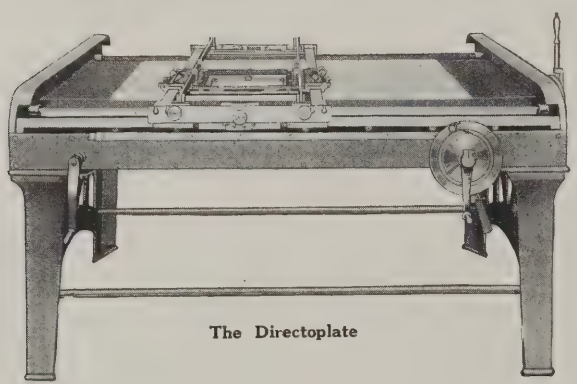
NEW PLATE PROCESS PERFECTED

Lithographic and Offset Transfers Now Possible by Machine

The Directoplate is a mechanical device, for producing printing plates for lithographic presses—offset, rotary or flatbed.

The machine and the methods supersede the present practice of hand transferring, making better printing plates, with absolute register of one or many units, in predetermined position, in less time than other means.

Intricate combination forms, straight line, or irregular lay-outs; the finest half-tone or ruled tints; the most complex, or, the simplest label job; the most delicate engraving for letter heads, envelopes, checks, drafts, etc., are easily produced. The process is ideal for art calendars, catalogue, or magazine covers, booklets, broadsides, maps, postcards, window trim, etc., almost anything lithographic in any number of colors.



The Directoplate

It is conservatively estimated that a first class transfer man, working conscientiously, requires eight hours to transfer 24 good, even, impressions on one press plate for one color. Five press plates, for five colors, at eight hours each, equals 40 hours, as against six hours and twenty minutes for the machine made plates, which are said to be better than transfer plates.

The making of a printing plate for the press is a simple operation with the Directoplate device:—

A lay-out sheet is prepared with the necessary measurements and figures that determine position and distance between the units or designs. This sheet is hung on the wall in view of the machine operator so that he can follow the figures in stepping and repeating the unit, in register, from one position to another. Exposure for the first print may be two minutes and the change to the second position made in the merest fraction of time and each succeeding print produced in like manner.

The device is especially designed to be "fool-proof." Exposure cannot be made until the lever that locks the mechanism ready for printing, has been advanced. The operator cannot turn on the electric arc lamp until the unit is in the right position; neither can he mistake the time of exposure because the shut-off is automatic and a compensating device for controlling the power in the feed wire, for arc light, insures perfect uniformity of exposure and equal value of the prints on the plates. If the electric power fluctuates, which is a common occurrence, the compensating device holds on, or releases at the time the predetermined voltage has passed through the feed wire.

A mechanical and precise arrangement is also provided for making follow up plates, for additional colors, to register with a first color on paper that may have shrunk, or stretched in the first printing. Accurate registration is obtained by means of a unit locking device, which is independent of all gears and overcomes all possibility of error.

With the installation of the Directoplate device, instruction is offered by the manufacturers in methods of producing press plates from originals, on stone or metal, that are already existing, without the use of a photographic camera. An admirable method that is wholly satisfactory and quite practical and entirely obviates all wear on original stones or metal. Attention is also called to the photo-reproduction of pen drawings in competition with stone engravings for commercial stationery, etc. Work that equals stone engraving along certain lines is now being successfully produced in this manner.

Economy in label work with special methods of production, elimination of constant patching, saving in storage and labor costs, recommend the new device to offset printers and lithographers.

State Printing Contracts

The special committee, appointed by the Massachusetts legislature to negotiate a new state printing contract, has awarded it to the George H. Ellis company, Boston, Mass., an open shop establishment. This has created commotion among union printers, who are protesting vigorously but without avail. The state printing has been done for many years by Wright & Potter, who operate a large plant in the shadow of the state house. The plant was union throughout, having conceded the forty-four hour week, which the new contractors have resisted. The union label will not be used hereafter on state documents dealing with labor matters and statistics, and such printed labor matter, without it, will be considered offensive by the union organizations.

Printer Plutocrats

John C. Hill, executive secretary of Washington Typothetæ, is always boosting for the standard cost finding system. Now his thoughts take the form of automobiles. He ruminates that ten years ago a dozen pleasure cars were owned by printers in Washington. The other day he counted 115 he actually knew belonged to master printers. "All because of the standard cost finding system," he shouts! Yes, and who is more entitled to ride in state than the printer? He blazes the trail for civilization, and whatever of good comes to humanity can be generally traced direct to the printer.

Reflecting the News of the Day

This World Is Really a Pleasant Place to Live—

THE DAILY PAPER
17 MURDERS! FOUR KIDNAPINS & 3 LOVE SCAND
SLAYS HIS THREE WIVES AND TAKES POISON "DIES"
6 DIE IN CAFE BRAWL
GAGS CHILD AND HANGS MOTHER
SON TESTIFIES MOTHER WIELDED BLOODY AX
POLICE SEARCH FOR MANIAC WHO SLEW FOUR
NEW EVIDENCE IN LOVE TRIANGLE
MOB HEARS LOVE LETTERS TO STENOGRAP
MUTILATED BODY OF GIRL FOUND IN RIVER
DAUGHTER FIGHTS MOTHER FOR CHAUFFEURS LOVE
CAVE MAN CHOKES BRIDE TO DEATH
BLOODY BATTLE IN POOLROOM
J.N.DING

But You'd Never Guess It From the Newspapers

Illustration Courtesy Milwaukee Journal

The Home of the Middletown Journal.

The Paper That Perseverance Built

The Middletown Journal Has Met Adversity in Several Forms But Has Finally Arrived on the Highroad To Unusual Success and Prosperity

By JAMES MARSDALE

THERE is one truth which most of us who know, hold to be self evident, amply susceptible to q. e. d. and well proven by bitter experience and example. It is that the pathway of establishing and developing a newspaper is decidedly not one laid with roses; rather, it is a tortuous highway filled with the ruts, bumps and detours of tribulation and vicissitude. "Try something easy, like inventing a perpetual motion machine or establishing a bus line to Mars," advised a veteran newspaper publisher, when approached by a young hopeful who sought to know how to go about building a successful paper.

Yes, indeed, the making of a newspaper calls for stern mettle and it is truly fortunate that there has been a corps of heroes staunch enough to face its rigors. All papers have dark pages in their histories; some of the histories are posthumous as far as the originators are concerned; while some never have been completed—broken volumes in which Adversity stayed the writing of brighter pages that might have followed, if the climatic point in a series of difficulties could have been passed.

Among the many papers which have successfully overcome difficulties through perseverance, stands the Middletown *Journal* of Middletown, Ohio. Here, surely, is the Phoenix among papers, which literally rose from its ashes, and just as successfully emerged from flood, to grow and succeed. Neither fire nor water could wither or quench the spirit which has made of this paper one of the most notable in the Buckeye state.

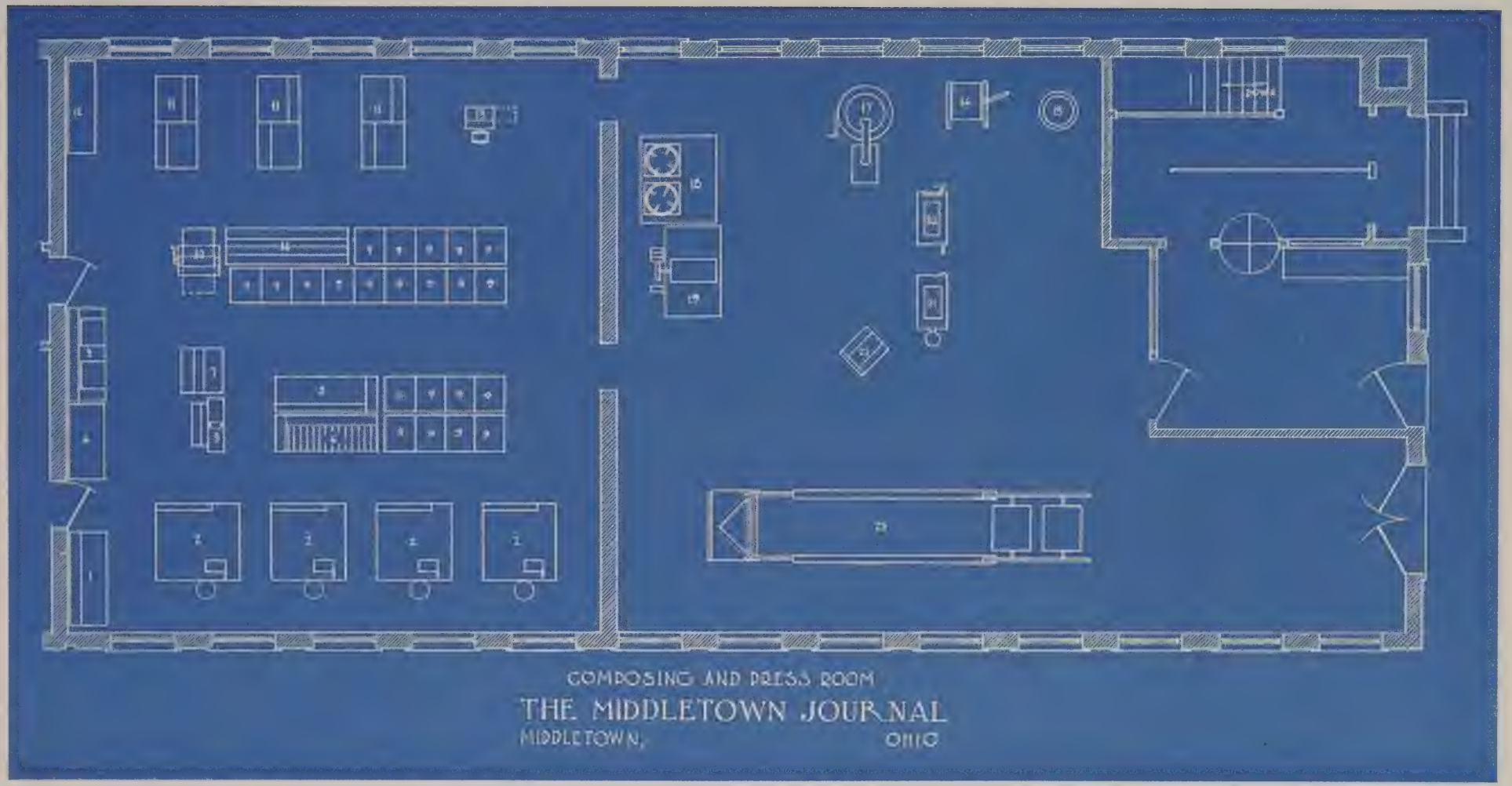
I was first attracted to the Middletown *Journal* when, in traveling through Ohio, I chanced upon a copy of a Sunday issue which, with colored comic and rotogravure sections, excited my interest as being unusual among papers, hailing from a town of about 25,000 inhabitants. Instead of visiting the state's metropolis, therefore, I took the time to visit Middletown, its interesting paper and its equally interesting editor-manager, Frank B. Pauly. By good fortune it chanced to be on a Saturday, which day has been dropped as a publication day, and this allowed a pleasant and instructive visit with Mr. Pauly. I sought information on this schedule and it was gladly given.

"The Saturday issue of most papers, especially of the smaller ones, is somewhat of a joke," said Mr. Pauly. "There is practically no Saturday advertising. We've tried to induce special automobile or Monday bargain sale copy but the response was not there. We knew, however, that a Sunday issue would fill the popular need, and we therefore eliminated Saturday, concentrating all our energies on a Sunday issue. Here, also, we were somewhat in doubt. With Cincinnati only thirty miles away and Dayton thirty-five miles, each with their Sunday papers, we did not know how our own efforts would be received. Also there was the question of advertising. Would Sunday business be new or would advertisers skimp during the week in order to make a showing in the Sunday issue? Our fears were soon removed for Sunday business proved to be new, while the circulation immediately jumped 1,500. Furtherfore we made decided inroads on the Sunday issues of metropolitan papers."

THE STORY OF THE JOURNAL

I knew that I had arrived at the home of rather an unusual paper and succeeded in drawing Mr. Pauly into the telling of the story of this publication. Said he:

"Our paper was established in 1857 as a weekly, becoming a daily in 1891. I think I may say that everything has happened to us that could well happen to any paper. Perhaps those events which stand out most prominently in our memories are the flood and the fire which we came through. In 1913, during the Dayton flood, our entire basement was submerged, and indeed, we appeared to be about ready to float away with the tide. Yet, if people ever wanted papers, they wanted them at that time. Consequently we succeeded in bringing a gas engine by boat to the floor which was not under water and operated a press, which allowed us to furnish papers to anxious ones who stood in line in higher places waiting for them. Dur-



Layout Courtesy Engineering Department, American Type Founders Company.

KEY TO DIAGRAM

1. Linotype Machinist's Work Bench
2. Linotype Machines
3. Proofreader's Desk
4. Foreman's Desk
5. Electric Proof Press
6. Dumping Table
7. Head Letter Press
8. Assembling Table
9. Make-up Trucks
10. Poco Proof Press
11. Type Cabinets
12. Cut Storage Cabinets
13. Miller Saw
14. Ad Make-up Table
15. Metal Furnace
16. Flat Casting Box
17. Metal Furnace and Flat Casting Box
18. Steam Table
19. Matrix Rolling Machine
20. Tail Cutter
21. Shaver
22. Chipping Block
23. Newspaper Press

ing this time we had a man boating up and down the valley keeping us informed and allowing us to furnish the latest bulletins. What we may have lost in property at this time was compensated for by the prestige which we won among our readers.

"Then came the fire, when in 1914 our plant was burned to the ground with a total loss. 'There goes our dream,' we paused to say, but then realized that it would be a fact if we did not get busy. We did get very busy, co-operating with a job printer on whose press we were able to get out miniature editions, and incidentally did not miss a single issue. Our property loss amounted to $40,000 and I am not able to say how we really recovered."

As Mr. Pauly told of the fire I chanced to note on the wall a copy of the small "fire edition." The spirit, which so thoroughly overcame the disaster, was well revealed in this issue. In one column was the story of the fire. Balancing it at the opposite side of the page was a story of optimism and assurance which carried the head: "Journal Will Build New Home As Soon As Possible."

Again during the war the *Journal* underwent great hardship due to the fact that practically the entire force of men was in service. It was a case of anybody doing any work at hand, without regard to department, and in the words of Mr. Pauly, "System was not—it was just everybody work."

Some Journal Policies

It requires more than spirit to carry a paper over rough spots; there must be service. It seems there is plenty of this in the organization and methods of the Middletown *Journal*. Discussing some of the phases of their efforts to give service Mr. Pauly continued:

"A part of our success is due to the fact that we make it a point to give to farmers and people in suburban towns on all traction lines, today's paper today. We believe we are pioneers in this work. Heretofore a farmer came from the field in the evening and read yesterday's paper. Through our service he can now read current market reports, for our trucks daily cover a wide territory, carrying the papers to many towns and rural sections. This service has proven so popular that other sections have urged us to extend it and we are planning now to make it complete.

"We make it a point to urge people to call upon us for anything, from assisting and promoting any civic or social affairs, to acting as a general information bureau."

That *Journal* readers do take advantage of this offer was manifested at this point when the phone rang and some inquirer at the other end of the line asked to know what was the date of "the Monday following the Butler County Fair in 1900."

"We thoroughly cover sporting events at all times," said Mr. Pauly. "We bulletin and publish scores and results of sporting events, even of high school sports and juvenile ball games. We do this so that these young citizens recognize the *Journal* as their paper and grow up in that realization."

The public certainly is responsive to the co-operation of the *Journal* in their interests. In the basement of the building is a dining room where the local advertising club is offered free space for weekly luncheons and discussions. A course of advertising study is followed and representatives of the *Journal* offer their expert advice in make-up and preparation of copy. The advertising manager also watches over the activities of a boy scout troop.

Description of Building and Plant

The Middletown *Journal* has its home in a splendid building erected somewhat more than a year ago on South Broadway, which is the heart of a planned civic center. This is a program of the business men of Middletown who have raised a million dollars to build a model city.

The building is constructed along the lines of practical efficiency, artistic in a plain and simple manner. It is forty feet wide and one hundred and fifty-five feet deep and pleasingly bordered with lawns and plants. The material is tapestry brick with limestone trimmings. The floors are of reinforced concrete and tile. The front half of the building is two stories high and the rear portion is one story.

The finish throughout the business offices and editorial rooms is mahogany as is also the furniture. Throughout, special attention has been given to the light-by-day features as well as "light-as-day" electric distribution system for night work. The business office which occupies the front portion of the building and the spacious editorial room directly behind the business office and to the left, look out on to well kept lawns and are neatly and efficiently arranged. In a partitioned space may be found the telegraph editor

Frank B. Pauly
Editor-Manager of the Middletown Journal.

handling an Associated Press wire. It might be remarked that the *Journal* is the smallest paper in Ohio with an A. P. leased wire.

Composing and Press Room

The rear section of the building is occupied by the composing and press room divided by a partition. Entering the composing room one finds the desks of the foreman and proof readers to the right. Along the right wall, well situated at windows, are the linotype machines, there being numbers 8, 9, 14, and 18. Two of the four linotype machines are equipped with C. H. electric linotype metal pots.

Ample Hamilton banks and cases are arranged along the left wall with sixteen make-up tables situated in the center of the room. Handily placed is a steel foreign ad file with a list of contents appearing above the file. A galley table is provided and divided according to the news, there being local, telegraph and sport sections. Underneath are arranged shelves with galleys filed by days of the week; a Miller saw trimmer occupies an enclosed space and a Hacker proof press is used.

The rear portion of the main floor is occupied by the stereo and press department. The stereo equipment is quite complete and includes a Wood-Flong mat drier, Duplex mold and furnace, Duplex Tubular plate finisher; to the right is a Duplex tubular plate press with a shaft and paper lift at hand for the handling of paper stock. Good lighting is furnished by windows on three sides.

To the rear of the press room may be found the mailing and carriers' rooms, while in the basement is a steam heating plant, a large room for the carrier's organization, a dining room and kitchen for special dinners; a shower bath apartment for employes, commodious toilet facilities and rooms for paper stock storage. Hot and cold water is piped throughout the building.

On the second floor is a general meeting and reading room. A very complete advertising space is offered to businessmen who have the choice of three mat services and a copy department which prepares the advertising upon request.

POLICIES FOR THE FUTURE

It has been shown in the foregoing story that the Middletown *Journal* has proven itself capable of overcoming the most severe obstacles, and by alertness, energy and ambition, planning for a continuation and growth of its success.

Perhaps some of the reasons for this record of achievement in newspaperdom may be found in the following selections from its statement of policy:

It is the policy of this paper to give its readers all the news available that is fit to print, to give accurate information on all interesting and important subjects.

Its editorial policy is to be constructive and educational, always aiming to bring the people together in the support of all issues that are essential in the city's proper development; to encourage a desire for higher standards of living, for a better administration of public affairs, local, state and national and for everything morally, socially and educationally that is needed in the upbuilding of a Greater and Better Middletown.

To continually encourage every administration to do the right thing for the people of Middletown, and to commend whenever and wherever the people's interests are properly considered.

To absolutely refrain from taking such action as can only result in creating unnecessary and unprofitable strife or bad feeling between individuals, interests or organizations, where such action could be of no possible benefit to the City of Middletown.

When it is unquestionably for the good of the city to publish anything in the line of improper administration of city affairs, or disloyal or selfish conduct on the part of any organization, to tell it as plainly and as courteously, but as forcibly as necessary.

When it cannot possibly do any good to publish such information or to criticize the action of any city official, and such publication is likely to do harm at the moment, rather than good, to be discreetly silent.

Whenever possible, to discuss and support or oppose, Issues rather than Individuals.

To fight for progress and practical reform but to depreciate radicalism in all things.

To be tolerant of injustice and corruption and of disrespect for good government.

To have sympathy for the poor and unfortunate and to be constant and consistent in devotion to the public welfare.

To support only such measures and such action as is unquestionably for the good of Middletown AS A CITY and ITS PEOPLE AS A WHOLE.

At Work and at Play

One of the late Theodore Roosevelt's expressions was: "Work hard and play hard." There is no reason why you shouldn't indulge in the outdoor sports that appeal to you most. Go fishing, play baseball, tennis, golf, work in your garden, do any of the things that appeal to you. Recreation should really recreate, make you stronger, better, richer, healthier, more efficient.

But after you have finished playing, settle down on the job and give to it the same concentrated attention that you give to the sport that pleases you most.

Design—The Foundations of Good Printing

By NORMAN T. A. MUNDER

There are great rewards for the printer who studies and becomes proficient as a producer of the finest work. Such a reputation will give him prestige in business and bring customers who are willing to pay for his class of printing a price considerably above the average. He can thus procure and hold the best-paying trade, as the quality of his work will place him beyond the reach of cutting competition. This applies just the same to the employee who is ambitious to better his condition and earn the highest salary.

The first thing the printer who wishes to do the finest work must get well settled in his mind is that the true artist, whether he be printer architect, or what not, must ever aim for symmetry and perfection of form. This refers to the shape or contour of a thing, and we call it the "design."

The most important factor in printing is the design, for no matter how good the presswork or paper or colors used, if the design is ugly, the finished work will offend good taste. On the other hand, we have seen a form that was poorly printed with inferior ink on cheap wrapping paper—and still it was attractive and pleasing because the design itself was beautiful.

Persistent and intelligent efforts to adopt good paper, ink and colors, and to do fine presswork, are certainly advised—a good design deserves and needs them in order to show to best advantage—but all of these things can never make a poor design good.

Design in printing includes the selection of the kinds and sizes of type to use on a job, but mainly concerns their *arrangement* on the page. This involves margins, relative display values (to be determined from the sense and intention of the copy), intelligent use and distribution of white space, and the selection of the ornamentation (if any is to be used). Fine judgment is required in the use of ornamentation to see that it does not *detract* from the type or message. It should never draw the attention to itself alone, but should be in harmony with, and add attractiveness or emphasis to, the message.

Hence the printer who would do good work must give particular attention to the design—to his typography. He should study examples of the best work done by other printers—if possible that done by the printers who have an established reputation for fine typography. He should profit by all the good points, and should also try to develop originality and critical ability to study out how each piece of typography might be improved in some detail.

Profit Insurance

When a printer starts in business one of his first actions is to take out fire insurance covering his equipment. By this action he has acknowledged a possibility of loss of his investment which invariably has its cause beyond his power to prevent. By this, then, is seen a safeguarding of his invested capital.

Every man is in business for one thing—PROFIT. How many insurance companies will insure any concern against loss of profit. If the answer is none, just consider the probable premium which would have to be paid on any policy of this kind and the cause is apparent. But there is an insurance against this loss of profit on which the premium is ridiculously low and this is the Standard Cost Finding System.

Fire insurance does not prevent the occurrence of fires, but a standard cost finding system accurately maintained does and will prevent the loss of the main goal—PROFIT.

Second Educational Graphic Arts Exposition

Boston Show Eclipses in Attendance, Exhibits and Interest Any Previous Gathering of International Association of Clubs of Printing House Craftsmen

ECLIPSING in many ways any previous affair of the kind, the second educational exposition of the International Association of Printing House Craftsmen, which was a feature in connection with the convention of the association in Boston from August 28 to September 2, presented all the latest progressive movements in the graphic arts industry. Gathered from every section of the United States, manufacturers of printing equipment and accessories placed in Machinery Hall of Mechanics' building perhaps the widest array of printing equipment ever assembled.

Many new devices and machines were shown for the first time. The interest manifested by delegates and visitors was such that there was no doubt in the minds of any exhibitor of the wisdom of exploiting his wares at an affair of this kind. From the opening hours of the exposition until closing time each day at least 20,000 people made the rounds. Exhibitors and attendants at various booths were exceedingly busy every minute of the time, explaining their devices and giving practical demonstrations. A notable feature, and one that went a long way toward showing equipment at its best, was that every piece of machinery was in operation producing work in actually the same manner and under the same conditions as though located in a printing plant.

There seemed to be an undercurrent of opinion among exhibitors that holding an exposition once every two years was too often, in view of the fact that much heavy machinery had to be placed, and the expense generally was very large. It is sincerely hoped that this opinion will not prevail generally. It would be unfortunate to lay so important a matter over for a period of four years. The writer particularly noted that every booth and every exhibitor was busy almost every minute of show time. Conversation with a number of exhibitors elicited the information that since the Chicago exposition last year their plants have been exceedingly busy taking care of the business that had developed as a direct result of the Chicago show.

Manufacturers of modern printing equipment have, in times past, been criticised for bringing out, almost unceasingly, newly developed machinery and presses; and the printer has been taken to task for not keeping step with progress by modernizing his plant and placing himself in a position to compete with the printer displaying more foresight and enterprise. It is entirely a matter of co-operation. The printer cannot appreciate the wisdom of using modern machinery if its advantages are not brought to him more forcibly. True, the salesmen make periodic visits and do missionary work intended to exploit and promote the sale of his product. Yet the fact remains that desire must first be stimulated before the sale can be made. It goes without saying, too, that if the printer is given the opportunity, at stated periods, to view what is new in the industry, see it in actual operation, at work in the same way in which it would perform in his own establishment, it would hasten the time of installation as well as the sales expense.

It must be recognized that we are in a new era of progress. Methods in use ten years ago will not suffice today. So long as new machinery and new presses are developed they will be purchased and used. It devolves upon the printer to keep himself informed of these changing conditions. Likewise, it is not only advantageous, but necessary that the manufacturer bring his new wares to the attention of the printer as often as opportunity affords, so long as the periods of exposition do not encroach too closely one upon the other. It would tend to lessen rather than increase the interest. Once every two years is not too often for such expositions.

Then, too, ways and means are rapidly coming into play whereby the number of local clubs of Printing House Craftsmen will be materially increased. This presages healthier interest in craftsmanship. It is another reason, also, why the exposition idea should not be permitted to grow cold. In the course of two years practically every city in the United States will be organized with flourishing craftsmen's clubs. Delegations attending the annual convention will be larger. Therefore there is increasing need for a continuation of the shows in connection with the convention at least every two years.

In the final analysis, the executive

New Officers of the Association

THE International Association of Printing House Craftsmen comprising the brains of the Graphic Arts industry is fortunate in possessing so many able men that it is a difficult thing to choose officials of the National Organization. Each year a wider array of promising candidates is available. Yet it is significant that the organization usually recognizes merit. Those who have been most industrious and indefatigable in promoting the growth of craftsmanship are recognized. This year a particularly fine retinue of officials was selected. The organization will be headed by John J. Deviny of Washington. Mr. Deviny is loved and respected by all who know him, as a craftsman of rare ability, as a citizen, and as a man. Mr. Deviny reflects in his personality, his bearing and demeanor, that higher craftsmanship to which all members of the association aspire.

Supporting Mr. Deviny as first vice president is Harvey H. Webber of Buffalo who may be said to possess an insatiable appetite for keeping abreast with modern conditions in the printing industry. He possesses the ability and the spirit for an excellent supporting officer.

Wm. A. Renkle of New York City was elected second vice president after a spirited contest in competition with Mr. Webber. Genial Bill will be a valuable man on the board of governors. His position is no less important than that of first vice president. While the New York district was eminently entitled to recognition for higher office, it may be said that the only contributing factor obviating this possibility was that Buffalo will be the seat of the convention for 1923.

L. M. Augustine of Baltimore retains the position of International secretary. Years of experience in the work qualified the versatile L. M. for the position. He has witnessed the organization growing from the seed planted a few years ago to its present proportions. It seemed incumbent, therefore, to continue him in office in so far as the real growth is just beginning to manifest itself.

Edward W. Calkins of Boston will manage the exchequer as treasurer. Earnest, hardworking, and sincere in his efforts to help the organization, Mr. Calkins was the logical man for the position.

is the person who usually passes upon all new equipment. If he is not kept informed the printing industry will continue as it has been operated for a number of years, with the reputation that it is one of the most over-equipped industries in the entire retinue of manufacture. Showing new devices, giving practical demonstrations, and stimulating the interest of the executive who comes to the exposition to see what is new in the industry, will in time remove the wheat from the chaff and stabilize the industry, putting it upon the proper mechanical footing as far as equipment is concerned.

The Boston exposition was a big show. It was also a successful one. Those who were instrumental in fathering its management are to be commended for the businesslike manner in which everything was conducted. It was a practical demonstration of the businesslike manner in which the International Association of Printing House Craftsmen manages all its activities.

✣

Notes of the Exposition

The exhibit of the Standard Automatic Job Press was an interesting one. Machines were demonstrated doing regular commercial work. They elicited much praise from the visitors.

✣

Ellen Duane Davis, great granddaughter of Benjamin Franklin, lent dignity as well as interest by her talks before the delegates as well as at the banquets. She received a round of applause whereever she appeared. Mrs. Davis, though very well up in years, is very active. She is a candidate for congress from her district in Pennsylvania.

✣

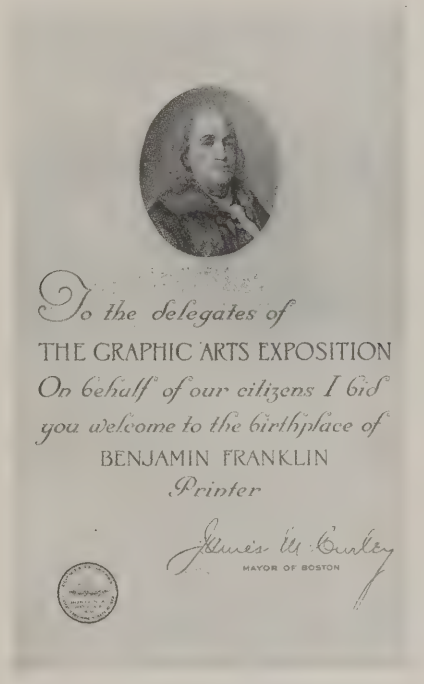
Vice-president Coolidge opened the convention in an impressive manner. At 1 o'clock on Tuesday, August 29, he pulled the switch that set the machinery in motion. The greeting extended by the vice-president was most impressive. Immediately after the exposition was started the pent-up enthusiasm of the visiting delegates was let loose and pandemonium reigned for three minutes.

✣

One of the features of the show was the "Lucky Star" contest of the F. Wesel Mfg. Co. Norman S. Githens, the genial and energetic advertising manager, had evolved a plan of die-cutting fans in all sorts of fantastical shapes. Each piece was made into two fans and cut transversely in various ways. The game was to match your fan with its double, held by someone on the exposition floor. If you were fortunate enough to match a fan both of the winners were rewarded with a handsome prize. The "Lucky Star" contest was the talk of the show.

The Linograph company is making rapid strides in the promotion of its product. Sales are constantly increasing. In charge of the Linograph exhibit was H. Peterson, vice-president and general manager. The company is doing a splendid foreign business, and with recent establishments of eastern selling offices, and a constant branching out of the sales force, together with a thoroughly perfected machine, the Linograph company is doing a prosperous business at home.

✣



The Title Page of Menu for Banquet Tendered Delegates by the City of Boston.

PERHAPS one of the most impressive features of the convention and exposition was the banquet tendered by the city of Boston to the delegates, at the Copley-Plaza hotel, Monday evening, August 28. Over 400 delegates participated. Those who had the good fortune to be there were profuse in their expressions of delight over the splendid manner in which the banquet was served and the quality of the food. To lend dignity and solemnity to the occasion, Mayor James P. Curley of Boston, as well as other dignitaries of the city and state were in attendance. Mayor Curley was at his best in his after-dinner talk. As an orator he is a genius. Impressive in the extreme, and possessed of sound logic and a fund of interesting chatter, he endeared himself to all who attended.

✣

The Intertype Corporation booth was a busy place every minute during the show. Streams of visitors were constantly passing in and out, inspecting their machines. Of course all eyes were centered on the new 42 em display machine, which in the hands of an expert operator, was producing a wide array of display composition of all sizes up to 48 point. This machine has been in the market for a year and is said to be giving splendid satisfaction. Information obtained at the Intertype booth was to the effect that sales have been increasing from month to month in a manner as will break all records. A corps of courteous attendants were on hand to demonstrate the machines and give all information.

A. W. Hall, of Chicago, exhibited the company's folding machines and demonstrated them in actual operation.

✣

The Humana Co., of Newark, exhibited an improved job press feeder that was pronounced by visitors as a real innovation.

✣

The Cleveland Folding Machine Company, showing hand fed and automatically fed exhibits, was an interesting booth during the entire week of the show.

✣

The Harris Automatic Press Company of Cleveland demonstrated its offset presses with automatic feeders. A big job of three colors was being run during the life of the show.

✣

The Klein Electric Manufacturing Company of Chicago demonstrated its press control devices and motors. This concern furnished motors to exhibitors at the show without charge.

✣

The Golding Manufacturing company, of Franklin, Mass., was there with a fine exhibit of the Golding art jobber, and the improved Pearl press. Many improvements have been made in their product.

✣

E. W. Blatchford, with their exhibit of patent base and Blatchford metal made many friends through their genial Boston representative, F. S. Fairchild. Fred's sobriquet is "Shorty", but that's facetious, since he towers over six and a half feet.

✣

Chandler & Price, of Cleveland, were there with several of their Craftsman presses, producing printing under actual working conditions. The six special points of superiority on this machine were graphically explained by attendants at their booth.

✣

The Dexter Folding Machine company, of New York City, exhibited three types of automatic feeders for cylinder presses, in addition to its folding machines and folder feeder. They also had an automatic stitching machine and a new type of job and catalogue folder. Perhaps one of the most interesting features of the company's exhibit was the suction type pile feeder placed on the market about a year ago.

✣

Perhaps one of the most interesting exhibits was that of the Claybourn Process Corporation of Milwaukee. Plates were made, the process was thoroughly explained, and actual printing was done. It is said the company made sales running well over $100,000 at the show. This concern is just branching out. Recently they constructed a modern plant in Milwaukee. They are said to have at least $1,000,000 in orders ahead of the factory.

The Anderson book binding machinery, with many new improvements made a splendid exhibit. These machines are manufactured by C. F. Anderson & Co., Chicago, Ill.

✲

The Babcock Printing Press Manufacturing Company of New London, Conn., had various models of six cylinder presses for printing, cutting, and creasing. The Universal Equipment Babcock Press with full automatic delivery was a feature of their exhibit.

✲

One of the busy little places was the Linograph exhibit. Many who had heard about the Linograph but had never had the opportunity of inspecting the machine were impressed with its simplicity. The new three-magazine machine came in for a lot of attention.

✲

Barnhart Brothers & Spindler of Chicago exhibited practically all the machines and tools manufactured in the company's modern plant. It is notable that although Barnharts is one of the pioneers in the type-founding industry they are keeping abreast with the times. Many new devices and a wealth of material were shown in their exhibit.

✲

The Mergenthaler Linotype company was there with a new model 8 carrying three divided magazines of 72 channels. This machine is a distinct innovation as a display composing machine. The Model 24 as also the Model 9 riveted the attention of a constant stream of visitors. It was noteworthy that practically all the officials of the Linotype organization, as well as the entire New York sales force were in attendance.

✲

The American Type Founders Company with its large exhibit made a very favorable impression. Compositors were setting jobs, and work was run off on the Kelley press in the same manner as produced in a commercial establishment. Practically every device manufactured by the American was demonstrated. R. W. Nelson president of the company, lent dignity to the exhibit by his presence. Henry Bullen also attended. J. W. Phinney, general manager, is to be commended for the splendid exhibit.

✲

The exhibit of the American Writing Paper Company was the talk of the show. The baby Fordrinier papermaking machine centralized the attention of all the visitors at the booth of this wonderful organization. There were also working exhibits of a size-tub and layboy. It is noteworthy that the 26 mills of this company are exceedingly busy producing nothing but mill brand papers under the guidance of Joseph A. Borden as director of general service. Perhaps no period in papermaking history has marked the progress encompassed by way of standardization as that of the past year.

Special Elks' Kiddies' Edition

The Vancouver (B. C.) Sun spread itself with a special junior edition of the Sun during the Elks' Kiddies' day. The paper was a 4 page 9 by 12 size. The features included the "Teenie Weenies" and a special cartoon. It was a novel publication.

Its publication demonstrated the foresight of the Sun management. They realize that kids will be men some day, so they are showing the side of good will. The time will come when those boys and girls will grow to be men and women and become the industrial heads of Vancouver.

✲

STUART MAKES TYPE TALK

GOOD TYPOGRAPHY

As AN after dinner speaker, we have sung it at the Chatham —made 'em listen at The Wm. Penn, kept 'em quiet at The Fort Pitt, whispered it to the Graphica, told it to the Tech and U. of P. students and hollered it from house tops, but for the benefit of the unfortunate advertiser who has not yet heard of our service, and—lest you forget—good typography must be readable, appropriate, correctly displayed, well balanced and have tone harmony and shape harmony It creates a feeling of confidence, reflects credit upon your business and helps sell goods. An increasing army of clients agree with us. When will you be ready?

EDWIN H. STUART, Inc.
Typographic Service
Advertising Printing
422 FIRST AVENUE ◂ PITTSBURGH
Court 3899

GOUDY TYPES TALKING HERE

THE ABOVE pleasing bit of typography formed a basis for one side of a blotter sent out by Mr. Stewart. The reverse, or blotter side, was made up with a hodge podge of typography, the wording of which was as follows:

"99% of our customers leave the designing of their typography to us. If you want us to set the type upside down or backwards we'll do it, providing you promise not to tell on us. If you do tell we'll deny it. Some people slap the public in the eye with type designs like this and make money anyway, which merely goes to show the tremendous power of advertising—even if it is handicapped. We don't know what this ornament means, that's why we used it here."

Mr. Stewart very facetiously placed this line at the bottom: "Over—for goodness sake—over."

Mr. Stewart is making rapid strides both in a business way and in matters typographical. He is a graduate of Carnegie Institute of Technology. Judging from the material he is sending out regularly his plant is a busy place. Mr. Stewart believes in advertising. That is why seldom a week slips by without some piece of literature emanates from his establishment.

✲

The Newspaper Visitor

"And so you work in the composing room! Isn't that fine!"

"I've been here 10 years."

"Won't you sing something you've composed?"—Life.

The Miehle Company had a large exhibit, at which chief interest centered around the new Miehle vertical automatic job press, which is now in production. The new automatic was producing high grade work under normal conditions. Many sales were made.

✲

Bingham Brothers, roller manufacturers, of New York City, had an exhibit of their product under working conditions. Their all season rollers were demonstrated in a manner that removed any doubt in the minds of visitors of their practicability.

✲

H. B. Rouse Co., of Chicago, attracted a lot of attention to its booth by displaying its plate registering device and other accessories made by this well known concern. Comments of visitors at their booth were interesting, in that it seemed to be the general opinion that whatever you bought of Rouse is all right.

✲

The Miller Saw Trimmer company, of Pittsburg, had one of the largest exhibits in the show. Not only were the saw-trimmers and the automatic job press feeder shown, but the new Miller cylinder press feeder and the new Miller automatic cylinder press were also demonstrated, doing actual work under normal working conditions. There was a constant crowd in the Miller booth.

✲

The Ludlow Typograph Company came in for a lot of attention. Hobe Muir and his corps of assistants, always genial and affable, outdid themselves in an effort to thoroughly demonstrate the Ludlow, as well as the Elrod lead, slug and rule caster. As always, wherever the Ludlow is exhibited, an interested lot of visitors crowded this exhibit. The company is in flourishing condition, which is best attested by the fact that they have recently completed a large addition to their plant in Chicago. Foreign business is particularly good since selling connections have been established abroad.

✲

The Lanston Monotype Machine Company exhibited its complete units as also the Barrett adding machine. New ideas in the composition of single type, the making of type, rule and slugs, and actual demonstrations of the working out of the non-distribution system was a feature of the big Monotype exhibit. It was interesting to note the large number of visitors who were constantly in and out of the Monotype booth. Chief interest centered around the non-distribution idea, showing that printers, generally, are recognizing the wisdom of making their material and discarding it when it comes from the press. F. W. French was in charge of the booth and he saw to it that every visitor received all the information he desired.

Raw Material and Consumption—A Prophecy

Will United States Lose News Print Paper Industry? Resume of Conditions Affecting Paper Production in This Country and Forecast for the Future

By AUSTIN F. HAWES

Written Exclusively for National Printer-Journalist from the Wood User's Standpoint

WHO is there that can estimate the part which paper has played in the history of human progress since its invention by the Chinese? Used at first as a medium for the education of a small and select class it has come to be in its many forms a necessity for the poorest and most humble citizen. Not only has it made possible the recording of past achievements for the instruction of the new generations, but it brings daily to millions of people the latest news from the most remote corners of the earth, and has become the accepted medium of exchange thru advertising for every kind of commodity and service thereby taking the place to a considerable extent of the old-fashioned market place. A discussion of "paper" today cannot be confined to the consideration of the newspapers or magazines or to the circulars, posters, and numerous other publications. It is used in ever-increasing amounts for package containers for all kinds of food products, clothes, and other goods. Paper drinking cups are now available at every public drinking place and it is indeed difficult to imagine what this germ-infested age would do without paper, for in place of common hotel towels, it is an acceptable substitute, and no picnic is complete without its equipment of paper napkins, plates, and spoons. For building purposes an ever increasing variety of wall boards is being added to the more primitive wall papers. With the practically universal ability to write in this country has come an unprecedented use of writing papers, envelopes, and blotting papers.

This is only a partial list of the present uses of paper but it will serve to call the reader's attention to the dependence of our present society upon paper, and more especially upon the forests, for without wood any such expansion of the paper industry would be impossible. As is well known, paper has long been made from rags, and it is made to some extent from certain grasses, bamboos, sea weeds, and other fibres, but only the more expensive papers can be made from these materials. Wood alone is the cheap paper-making material, and unless the forests are regenerated cheap paper will be a thing of the past.

PRINTING PAPER

By far the most important class of papers is that which is used for printing purposes, and which includes two main groups: newsprint and book paper. It is these two groups of paper alone which have made the serious drain upon our forests, and it is especially the production of these groups which is threatened by the growing timber shortage.

WOOD PULP

In order to turn wood into paper it is first made into pulp. There are two chief methods for doing this: the mechanical and chemical. Mechanical or "ground pulp" as it is commonly called, is made by forcing the wood under hydraulic pressure against revolving grindstones. As may be imagined, the wood cells are badly torn by the process and a relatively short fibered and weak pulp is the result. Consequently only woods of naturally long fibres such as the spruce and hemlock can be used. Pine wood is not satisfactorily ground because of pitch content. Aside from the water power development the equipment for making ground pulp is relatively inexpensive and since about one ton of pulp is secured from a cord of wood it is the cheapest kind of pulp made.

The first step in making chemical pulp is to chip the wood by holding it in a machine against revolving knives. These chips are then conveyed into a great storage bin in the upper part of the building, from which they are poured by gravity into immense digesters. A liquid is added, the constituency of which depends upon the kind of chemical process used, and the chips are cooked for several hours. This cooking process dissolves the lignin which is the intercellular material of wood. The resulting pulp is therefore made up of full length fibres and is naturally stronger than the ground pulp.

There are three chemical methods known as the sulphite, soda and sulphate processes depending upon the liquor used in cooking. The former cannot be used with woods such as pine having a large amount of pitch, and is employed only with spruce, hemlock, fir and similar woods. The soda process gives a soft fibered, but weaker pulp and is used most successfully with such soft deciduous woods as poplar, cottonwood, and basswood, but it is also used with various hardwoods such as beech, birch, maple, sycamore, chestnut and gum; and such softwoods as the jack pine. The sulphate is the newest method and gives a strong fibred pulp.

NEWSPRINT PAPER

The first requisite for newspapers which are used in such tremendous quantities and sold for a nominal price is that the paper they are printed on should be cheap. "Newsprint" as it is called is therefore made chiefly of ground pulp, but since this alone would give too brittle a paper, a certain amount of chemical pulp is mixed with it. As a matter of fact the only kind used is sulphite since that alone is of sufficiently light color without bleaching. The sulphite is added wholly to give strength. The proportions ordinarily used are about 80 per cent ground pulp and 20 per cent sulphite. For one ton of paper of this kind requires about 1.4 cords of wood. When it is realized that a single New York newspaper uses annually 160,000 tons of newsprint, requiring about 224,000 cords of wood. the drain on the forests for this material can be readily imagined. Since a good yield is ten cords per acre this single newspaper requires the cutting every year imagined. Since a good yield is ten cords per acre of at least 22,400 acres of forest which has undoubtedly required more than 100 years to grow.

BOOK PAPER

It is essential that book paper should be bleached. and since the lignin of the ground pulp cannot be bleached only chemical pulp can be used. For this grade also sulphite pulp is used to give strength, but in this case it is bleached, and soda pulp being cheaper is used as the base. The proportion is usually something like 60 per cent soda and 40 per cent sulphite. For one ton of book paper when made wholly from wood two cords are required. One of the largest magazine publishing companies uses annually 100,000 tons of this paper or 200,000 cords of wood.

SUBSTITUTES FOR GOOD WOOD

A substitute must, of course, be cheaper than the original material. In this sense all wood pulp is a ubstitute for rags which were originally used for paper making. The only substitutes for good wood in the

(Cntinued on Page 34)

THE NATIONAL PRINTER-JOURNALIST

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H. J. LARKIN - - - - - - - - - Managing Editor
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Official Paper of the National Editorial Association
Member of National Editorial Association, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association, Club of Printing House Craftsmen.

BRANCH OFFICES

NEW YORK OFFICE—
CLAIBORNE M. GARRETT,
The Commerce Chambers
48 East 41st St.

CINCINNATI OFFICE—
D. L. PROUTY,
505 Lyric Bldg.

CHICAGO OFFICE—
E. J. KEYS,
743 Webster Bldg.
Van Buren and La Salle Sts.

ST. LOUIS OFFICE—
M. M. SHURMAN,
713 Star Bldg.

WESTERN REPRESENTATIVE—
C. M. MINIER,
510 Title Insurance Bldg.
Los Angeles, Cal.

513 Pacific Bldg.
San Francisco, Cal.

405 Walker Bldg.
Seattle, Wash.

To save delay send all general and subscription communications to the main office at Milwaukee, Wis.

SUBSCRIPTION RATES
In the United States, Cuba, Mexico and Canada, $2.00 per yr.
Foreign subscriptions, $3.00 per year.

MILWAUKEE, WISCONSIN, SEPTEMEER, 1922

Where Mottoes Are Made

In this issue we carry the story of a newspaper which went through fire and water to ultimate success.

Though the experiences were extreme, they were not entirely unusual. It appears that the path of newspaper building is fated to be most rough and rugged. You will find dark pages in every paper's history.

Sometimes we review the familiar old phrases and mottoes, such as: "Perseverance Conquers"; "Honesty is the Best Policy"; "Pluck Wins", and all the rest of those hopeful epigrams and we are convinced that they must have been coined through the experience of members of the Fourth Estate.

The newspaper publisher who attains the heights of success wears well-earned laurels. He has fought a good fight and won.

Are Business Conditions Showing Improvement?

Some publishers have been feeling the effects of slack business during the summer months and are wondering whether business is going to get better or worse.

In a recent interview with an eastern merchant he contended there was a slow but certain revival and it would continue throughout the winter, contingent upon the outcome of the two strikes.

The manager of a large concern says business is getting better and will continue to improve. Still in another instance, as it more closely affects our business, one manager says the mills are working and behind on orders. This is an indication that advertising and printed matter is again in demand.

Publishers are continually confronted with crys of poor business. They hear this every day from a number of their advertisers. They, too, find it difficult to be cheerful after being crowded in every corner and filled with chatter always smacking of poor business.

It is difficult to assume an attitude of cheer, and write editorials and stories to keep the people stampeding from the path of better conditions. Yet, if the publisher falls down in everlastingly urging that things are not all bad, he has failed to deliver his message and in time will feel the results in the curtailment of his patronage.

Publishers must never loose faith in their community, their people or business. Advertising has kept faith with the advertiser and publisher and will continue to keep faith with them provided sufficient care is exercised in this ever increasing method of merchandising. Keep faith and keep preaching faith and you cannot fail.

On the Up-Grade

From information secured from widely separated centers of printing, it is adduced that the industry is on the up trend. While the month of July arrived with its usual summer depression and August, too, came in for its share of meager business, there has been an indisputable tendency for business to bestir itself.

Conditions generally in the mechanical departments are showing improvement. Production is increasing, and there has been a rapid progress toward conditions, mechanically, which obtained in 1914-1915.

In the past few weeks printing orders of a larger and more extensive character, such as catalogues, were placed with printers, than during any period in the past few months. There is still a noticeable holding back on the part of larger buyers of printing because of the labor situation. Many industries have been compelled to close down because of a shortage of coal, and the railroad imbroglio has had the effect of holding back large catalogue work because of a fear that ere the matter is equitably settled a raise in freight rates might have its effect on prices. This however, is an extreme view, and is not likely to materialize.

While the tendency in the past few months has been to inject pep and ginger into selling, in an effort to bolster things up and produce orders, it still is very patent that the only way business will get back on the proper basis and manifest the prosperity all of us are looking for, is to get out and work for business. Putting enthusiasm into one's daily life, if we folllow it up with action will produce business—but it requires work, work, work. So it is up to all of us to get busy.

Typothetae and Labor Matters

There will always be those among the master printers who favor the open shop and those who prefer the closed shop. In either case, each is entitled to exercise his own judgement without let or hindrance. Yet a situation has arisen in the United Typothetae of America which has caused no end of uneasiness to members of some of the local organizations. This uneasiness is engendered because the interests at issue have become confused, and because Typothetae and the service it is intended to render are misunderstood.

Within the past few months resolutions of the closed and open shop divisions for and against the Typothetae being the common meeting ground for ironing out labor matters have then passed by a number of local typothetae organizations and naturally it has created a little dissension—all controversial matters usually do. Yet there is no occasion—there should be none—for such a situation.

Every activity of the typothetae in the past decade has been woven around the one thought—service to the printing industry along the lines of business administration and placing the industry on a business footing. At a great expenditure of time, energy, and money, local typothetaes have placed in the hands of members a cost system, accounting service, educational classes, credit and collection service, estimating and business counsel, and other business betterments which have been of inestimable value to the members. Why, then, charge the typothetae with adjudication of labor disputes which, encroaching on the real activities of the organization, will have but the one effect—that of breaking down the very fabric for which typothetae was organized.

There is no wisdom in getting "het up" over the matter. Solution of this problem is simple. Labor matters in every city should be taken care of by a separate association organized for this purpose. Where this was done during the 44 hour controversy it was very successful.

Not all master printers are members of the typothetae. Where labor disputes arise, and where there is no separate association dealing with labor matters, unified deliberation and action are impossible. This would not be the case where associations of master printers, organized to deal with labor matters, exist.

Labor matters should be entirely divorced from typothetae. Its activities should be left unhampered and unconfused with other issues. Its work, its service, and its benefits are too great and too far-reaching to be disturbed by matters foreign to its activities.

Another point of great importance is that when the labor conflict is all over, if ever, members will have a common meeting ground in Typothetae which will be free from the inevitable dissensions connected with labor handling and the membership will have an institution, impartial and neutral, capable of rendering educational and business services of the highest value to them.

The Critic

There are the constructive critics of your paper —whom you should welcome. Then there are those, one of whom was quoted by Richard Sheridan in "The Critic," over a century ago. Said this character: "The newspapers. Sir, they are the most villainous, licentious, abominable, infernal. Not that I ever read them No, I make it a rule never to look into a newspaper."

Such critics still exist as we all know.

The Sunday Edition

Unquestionably much amusement was everywhere created by the recent "Sunday Edition" of *Life*.

With its usual vigor, Life makes the familiar weighty bundle of paper which we find on our doorstep Sunday morning (or purchase on the corner at about 7 o'clock Saturday evening) the target of clever burlesque, stinging satire and jocund jibes.

The colored comic section, "combining the worst taste and the worst art;" the news section, with "unimportant articles dilated far beyond their legitimate size and coated with a spurious gilt of importance;" the editorial page, "settling all the problems of the world;" the special articles, "based on the theory that everyone must read a peck of dirt before he dies," and all the other departments of the Sunday Paper are made material for the most unsentimental and undignified, albeit amusing and beneficial review.

A little "kidding" now and then hurts no one. Satire with a point has a purpose. You recall that Swift long ago used it and it was successful propaganda.

We all know that there is considerable trash in the Sunday edition of any paper—and indeed, in daily issues as well. It is trash that does no one much good.

Some will argue, using the old premise that "you've got to give the people what they want, not what you think they ought to have." Yet it is the newspaper that platitude claims "molds public opinion."

If this is true, can it not also mold public taste? May it not—and should it not at least try—to raise the standard of culture?

Let us, for a moment take an economic view: It is said that a New York newspaper consumes sixty-one acres of timber daily to provide stock for one day's issue

Consider that this is but one of many papers and it seems that it is nothing short of moral obligation that suggests the need of having a paper carry something of real worth to justify such deforestation.

Now, of course, the majority of readers of this magazine, do not publish voluminous Sunday editions. Further, the criticism is not of volume, but quality. But the moral is plain to all builders of newspapers:

Make your paper a worthwhile sheet. Raise the standard higher and ever higher.

The Junior Journalists

Toward the latter part of September and the first of October, the army of "junior journalists"— students of journalism in our universities — come marching back from their temporary posts on home town newspapers to resume their studies in the novice department of the Fourth Estate.

Upon their return, they bring with them the practical knowledge gotten under the tutorage of a hardened editor. The combination of this with the highest form of theoretical knowledge, imparted to them by men like Talcott Williams of Columbia, William Grosvenor Bleyer of Wisconsin, Walter Williams of Missouri, and Walter Abel of Marquette, will inevitably effect a result worth watching.

Each year it becomes more gratifying to look over the wide field of college newspapers and literary magazines, both for content and typography. Numerous contests, national, state and civic, held for the uplifting of college journalism, are being promoted. And with what pep and go these fellows take the bit in their teeth!

Exploiting News About the Farmer

Interesting Survey in Selected News Field Reveals That Important Source of News May Be Overlooked or Left Undeveloped

By E. Marion Johnson

Nearly 50 per cent of the editors of Wisconsin weekly newspapers believe that news regarding their rural readers constitutes the most successful feature of their papers, according to questionnaires recently returned by one-fourth of the publishers of the state to the Department of Journalism of the University of Wisconsin. In contrast to this recognition of the importance of news about the farmer, it is surprising to discover that the average paper in its thirty columns of reading matter devotes only three columns to local news dealing with its farm community.

Facts regarding the circulation of Wisconsin weeklies demonstrate the importance of farm news. Out of 1,257 subscribers, which is the average circulation of the weeklies of the state, 781 live in the country, 426 in town, and 50 out of the trade area of the town in which the paper is printed.

The thirty columns of reading matter contained in the average weekly is not all local news matter, but includes ready print, plate matter, exchange items, and other such matter as well as the community news. It is unfortunate that the foreign material constitutes two-thirds of the reading matter and that the local news receives only ten columns of space, of which only three columns is devoted to 62 per cent of the paper's subscribers.

A thoughtful consideration of the above facts will doubtless give the answer to the following questions asked by one editor on the back of his questionnaire:

"How should a weekly combat competition from a city daily carrying local news and whose subscription price is identical with that of the weekly?

"Should editorials be of general or only local interest?

"Should state news be carried?"

This weekly is published in one of the state's best and most prosperous agricultural sections, and the competition it is receiving is from one of the livest and most progressive dailies in the state. The daily covers its news field with such thoroughness and gives such excellent advertising service that all efforts to start a competing daily in the city have proved unsuccessful, in spite of the rather high advertising rates of the present paper.

The field is ample for another daily if it were not for the efficiency of the present paper. What it gains in advertising it returns to its readers in a low subscription price.

The daily has a paid correspondent in every important village and town in its circulation area. These correspondents often show more enterprise and news sense than the publisher of the weekly in the town, which makes it not at all hard to understand why some of the weeklies find existence difficult. On the other hand, the daily is not without competition for it is published in a community within easy access to Chicago and Milwaukee papers.

The daily has met this competition by giving its readers something that the metropolitan press cannot give them —an abundance of local news. Its interpretation of local news is not merely the news of the city in which it is published, but news of every community which contributes to the life and success of that city.

The answer then to the query of the weekly, which is one of the most progressive of the papers in its county, is to be found in the policy of the daily. It must offer a local news and editorial service so complete that no other paper can take its place in the life of its community. It covers a much smaller area than does the daily, but it should cover this smaller news field with the same thoroughness that the daily covers its larger field. By so doing it will put itself beyond competition just as the daily has done.

Not only must the town news be obtained but every live news item from the country must be garnered in as well. The rural correspondents bring in a part of this news, but their items are often incomplete and unsatisfactory. Neither is the addition of a farm department in which is published technical farm notes sufficient to produce the proper balance. Such departments edited by competent persons who can fill them with accurate and clearly presented material that is useful and helpful to the farm subscribers, will do much to add to a paper's success. But farm news consists of more than articles on the feeding of dairy cows, the curing of tobacco, or the blasting of stumps, just as truly as town news consists of more than articles on the decoration of store windows, the training of sales girls, or the value of bargain sales. Both the farmer and the merchants have their technical magazines which treat with these subjects.

On the other hand, whenever a store has an unusual or striking window display it is described in a well written front page news story. If a merchant were to start a training class for his sales girls, the innovation would be certain to receive a top of the column, big headline position. Likewise the successful bargain sale is unfailingly reported Even more importance ought to be placed on a story about an increased milk yield following an experiment with feeding, or an account of how a higher value for tobacco was obtained by a new trick in curing it, or the blasting of stumps from a ten-acre tract, if there is any meaning in the fact that the average paper has a 34 per cent town circulation and a 62 per cent country circulation.

Competition can be met by recording the activities of the community more thoroughly, more completely, and more accurately than any rival paper A policy of this sort, in fact, often ends competition for unless a rival paper is offering an equal service it soon ceases to be a serious competitor even though it may continue to appear regularly.

The successful weekly is the one that consistently offers the important news from every section of its community. The most successful country weekly in Illinois is published in a town of about 5,000 population, located in an agricultural community, which has a county population of about 40,000. This paper, which has a circulation of 7,000, is delivered each week to 85 per cent of the mail boxes in the entire county. This paper publishes sixteen pages each week in two sections using the first page of each section for its most important news stories. An analysis of these news pages, on which appear the biggest stories of each issue, shows that on an average about 80 per cent of them are from the smaller communities of the county. It is not unreasonable to expect that four-fifths of the interesting events of a community should be found in the activities of 87 per cent of its people, yet few weeklies succeed in demonstrating this fact. The successful ones do, however.

Rural correspondents for Wisconsin weeklies vary from none to 100, with an average of 17 for the state. The papers with none or only a very few correspond-

ents are usually rather puny ready-print sheets. On the other hand, the paper with 100 correspondents contains practically nothing but its correspondence columns, and has one of the best circulations in the state. Many of the papers of the state give their correspondents monetary remuneration. Papers paying space rates vary from 20 cents to $3.00 a column, with an average of 80 cents a column. Others pay their correspondents from 15 cents to $2.00 a week. The majority of the papers, however, merely furnish supplies and give a free subscription.

Regardless of how correspondents are obtained and held it is the editor's duty to see that such columns are carefully edited before they appear in the paper. It is from the correspondents' columns that the metropolitan papers get most of the material with which they ridicule the country weeklies. It may be amusing to let the correspondent's words stand when he writes that, "The Ben Smith's have had another baby since last week," but it isn't the type of humor that is helpful to the paper.

Another fault is the omission of vital news facts, as in this case: "The DeBois have the measles."

The chances are that the whole family hasn't the measles (if they have it is a story that shouldn't have been buried in a correspondence column), so the news item should have been made complete by giving the name of the child who is sick. If the name could not be learned before the paper went to press, it would have been worth while to cut the item out of the copy and to have sent it back to the correspondent with a sentence telling why it could not be used. This form of training is necessary even when a detailed instruction sheet is sent to correspondents. Two or three items so handled will emphasize the importance of names.

Editors often show poor news judgment by leaving important news stories in the correspondence column that should be taken out and placed on page one with a headline. Often a small item will furnish a tip to a big story that can be obtained by a few additional facts secured over the telephone. If correspondents are taught how to write news stories, the glory of breaking onto page one constitutes the best and most satisfactory pay they can be given However, when a paper has such correspondents it can well afford to give some substantial reward. The training of correspondents requires time and attention but the returns make it worth while.

Many papers find it profitable to keep a man in the country at all times. His duties are many: he writes up the big events of the rural community; he establishes good will among the correspondents and in a diplomatic way shows them how to become better reporters; he builds up circulation; he teaches the farmers how to advertise; he is the staff photographer; and, if he is a man fitted for his work, he will earn and should be paid a good salary.

News pictures offer one of the best methods by which an editor can interest his readers in the upbuilding of the community and in progressive rural development. However, one of the commonest faults in the weeklies is that pictures are used more to feature destruction than construction. One paper which boasts of its enterprise in the use of local pictures has had during the past year pictures of every destructive event which has transpired in its town. When it pictured a factory that was being torn down, the caption read: "A dying industry." It pictured a building which had collapsed and a store which had burned. It pictured trees destroyed by a sleet storm. But not one picture portrayed the upbuilding of the community. A coincident is that the population of the town in which this paper is published has decreased since 1910. This undoubtedly was not the fault of the paper, but pictures of progress are what the community now needs.

The significant fact, however, in the Wisconsin survey is that less than one-third of the news gathered by the staff of the paper pertains to the group of readers who make the paper possible.

Do You Make the Order Clear?

A SERIES of educational advertisements issued by the International Association of Electrotypers, includes some useful advice to printers on ordering plates. For instance:—We electrotypers are eager to minimize mistakes which result when we attempt to *"guess"* what a customer wants.

Habit leads us to accept orders that are not properly made out. We *"think"* we know what is wanted—and in most instances we *"guess"* right. But the point is, we should not *have to guess.* Orders should be fully explicit. That would prevent the necessity of guessing.

Now it is a simple matter to make out an order for electrotypes. But habit again leads a customer to *"think"* we will understand what he wants, so he does not bother with detailing his instructions. And it is the omitted details which cause all the trouble.

Orders should be on regular order blanks which carry order number. This is essential in referring to an order. A subject or name should be given the forme or original for the purpose of identifying the forme or original with the order; also to be used in billing.

The order should tell whether the work to be done is from a line cut, a half-tone or a forme—how many finished electrotypes are wanted—whether moulded in wax or lead—copper or nickel steel faced—blocked or unblocked—bevelled or trimmed close—flat or curved —special thickness or anything out of the regular noted.

Most important of all is that a *proof* should be sent with the order. If repairs, insertions or changes are to be made, rules joined, hard edges lightened, mortises made or special instructions given, they should be plainly noted on the proof.

The electrotyper accepts no responsibility unless a proof and a written order are given.

The foregoing is something you know how to do as well as we. The thing to do is to get *action* along those lines—and prevent the recurrence of mistakes by issuing *written* orders properly made out.

Co-operation of this sort on the part of printers means prompter service by the electrotyper and also better plates; which is not only the utmost that can be asked of the electrotyper, but also what the electrotyper desires most earnestly to give.

British electrotypers and process houses will be equally glad to know their printer clients profit by the foregoing little homily.

Amphorisms

Just bear in mind that a large percentage of the men who have risen to fame in the past, received their first impressions and education as "printer's devils". Even in the days when there were few advantages and the boys had to shift for themselves, they laid a good foundation. If you are interested in humanity, you will see to it that the boy in your shop is given the proper chance and encouraged. Perhaps you are building a world leader of the future. Do a good job.

✣

Just reading the exchanges will not give to the smaller newspaper publisher all the suggestions he needs for growth. Study business at large. Investigate commercial successes. Learn how others have won even though they may not be in the newspaper game. All commercial success is related in principle. Look around and learn from others—then duplicate their achievements.

Printing Over Gold Ink

By W. M. KILE
In The American Pressman

FROM time to time the pressman improves his knowledge from technical articles which appear printed in various printers' publications. Articles which interest the pressman most are usually confined to three subjects: makeready, rollers and inks. While a fair knowledge of the three subjects referred to above does not cover all that a pressman should familiarize his mind with, still these subjects are the foundation of good and bad presswork. Knowing the working qualities of inks alone means much to the pressman and the writer is taking this means of enlightening the pressman as to what can be done with gold ink.

We recently printed a three-color label consisting of a light blue tint, gold and dark blue, the light blue or first color forming an outline or solid background for two solid gold circles which constituted the second color, after which was to be printed the dark blue or third color directly over the gold, and the two latter colors forming the appearance of gold metal. The important parts of this job were the gold and dark blue. The gold ink was treated in the following manner, by mixing two-fifths parts of rich gold powder to three-fifths parts of gold varnish, the excess varnish causing ink to dry out much quicker and at the same time allowing it to penetrate paper instead of stock touches the upper extreme end of the type. Place the top of the sheet against a line of type. This will serve as a guide in getting the type straight on the sheet. Then set the guides.

After setting the guides pull an impression, fold the sheet in half and stick the sheet with a knife on the top line of type, at the extreme end letter. If both ends register the type is straight on the sheet. If not, the guides should be readjusted until the aforesaid is accomplished. To center the type from top to bottom on the sheet adopt a similar method. When the type is found to be perfectly straight on the sheet, cut three V-shaped slits in the top sheet and then strap the guides, also place the flags. As a precaution against the sheet flying on the rollers, tie a string across the grippers. You will find that a string does not shift as easily as a rubber band and therefore it is much safer to use than the latter. After the makeready is completed the fountain should be adjusted, care being taken, however, that no excessive ink is carried and that the color is uniform throughout the work.

To prevent filling up of form while printing last color, in case the gold came off too freely, plates were ordered made 110-line screen. By using a bronze blue with a purple cast, to which was added a small portion of liquid Japan dryer, the required results were obtained. All plates used on job were electrotypes. Labels were run on litho label paper, ten up on a sheet, twelve and one-half by twenty-five. Labels were dried out in three days after printing last color and the pressman received the gold medal.

Credit and Collection Corner

Since childhood I have heard the expression that "A burnt child is afraid of the fire." In other words that it was through experience that we learn best, but it does not seem to hold good with the manufacturing printer. In connection with the extending of credit the majority could be classed as exceptions to the rule, for the most of them have been "burned," but go back for more. That is, they continue to extend credit to Tom, Dick and Harry without even a preliminary investigation and because of this every firm that uses the cost system has therein a recommended expense of doing business of one per cent of sales for bad accounts.—HENRY M. ELLIS.

Think in Terms of Selling

In the final analysis the one big thing that every body is interested in is the selling of more merchandise. It doesn't make any difference what line of business you are in—whether you are selling paper, photo-engraving, boots, bottles or bricks, you are always thinking of your business in terms of sales. The same is equally applicable to printing.

For this reason if you think of selling your merchandise successfully you want to think in terms of sales for the prospect you are trying to interest. For the printer to just go in and ask for a chance to bid on printing doesn't tend to put, in the mind of the prospect, one single idea as to why he should give his printing to Smith any more than he should to Jones. If he is getting satisfactory service from the firm he is doing business with, there is nothing to make him change except a price consideration. A successful salesman will never sell on a price basis. Talking price is a matter of competition. That kind of competition is vindictive.

The next reason why a buyer will change is service. That's where price doesn't come into consideration so much. He may be dissatisfied with the quality of work, he is getting, he may be dissatisfied with the amount of time taken to deliver a job. Occasions of this kind though are rare. A buyer gets into a rut where the people he is doing business with become accustomed to his methods and he begins to feel secure in just doing business by following the lines of least resistance.

But take it on the other hand. Let's assume that you, Mr. Printer, are going to call on Mr. Prospective Customer today and you open your remark with, instead of the old bromide "Have you anything I can bid on today" changed to, "Mr. Buyer, I have an idea for you that will bring you more business."

We don't care how case-hardened a buyer of printing is. We don't care how cheaply he is buying his printing today; we don't care whether he pays his bills on the 2% basis or lets them go for 90 days, no buyer of any kind of merchandise will fail to prick up his ears to a remark from any salesman that will show him how to sell more of his product.

Try this out some time—take hold of some particular product and make an analysis of it,—studying it to some extent.

Lawful Agreements

Nelson B. Gaskill, chairman of the Federal trade commission, said recently:

"Price cutting is a practice which has not been recognized generally for what it is nor has it been given the universal condemnation it deserves. It's seeking advantages to those who are possessed of the power to use it, its seeming attractiveness to those who deal with them, has secured for the practice a condonation which has endured too long.

"The crux of the whole price-cutting matter is this: 'The single line seller who sells below cost quickly and simply is removed from business by laws of *mathematics* and his *creditors*. But the field of business is harassed and frenzied by the dealer who has the power to recoup losses sustained by compensatory gains on the remainder of his business.'

"Because I believe that selling below cost is an unfair method of competition, I believe that a *group agreement* not to practice this method of doing business is a *lawful agreement*. It is, it seems to me, as much a matter of internal concern and action in a trade association as is *misbranding* and *commercial bribery*." * * *

"Each individual business unit should ascertain its own cost and fix its own selling price with due reference thereto. *Unless cost is known, profit is unknown* and whether selling price is *below cost* is a matter of *guesswork*."

Cutting Paper Costs of Trade Paper Publishers

Standardization of Sizes and Its Effect on the Cost of Paper to the Printer and the Buy of Printing

The accompanying illustration shows four hundred and ninety six trade, class and business publications. The first group shows those magazines with a page size varying approximate from 9 x 12 in. up to 9¼ x 12¼ in. In other words, the sheet sizes used by this first group comes between and includes 37 x 49 in. and 38 x 50 in.

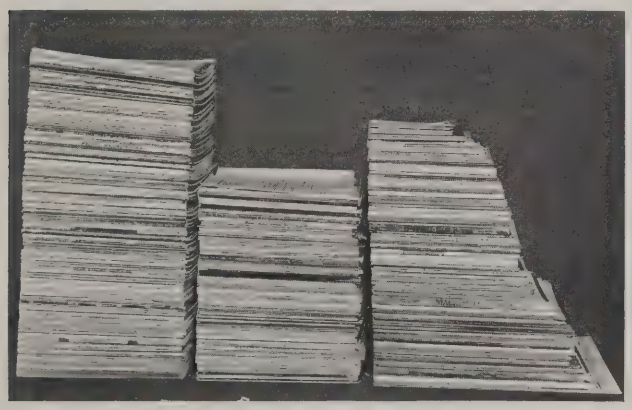
The center group shows those publications whose sheet size varies from 35 x 48 in. to 37 x 49 in.,—a one to two inch variation in full sheet and but ⅛ in. to ⅜ in. variation in page size.

The third group shows those publications that did not come within either of the two first groupings.

An analysis of these 496 trade papers showed that there were 95 different page sizes and probably 95 different sheet sizes, or else there was undue waste in trimming.

Using these figures, as an average the twelve or thirteen hundred important trade, business and class papers published throughout the United States would require something over 225 different made-to-order sheet sizes of paper.

This picture enlarged would show very clearly the slight variation in page sizes that run but from ⅛ in. to ⅜ in. generally. A careful examination of the detailed analysis data would convince every publisher that there is undue waste in manufacturing and distributing paper for the trade paper industry. Furthermore there is also undue waste in manufacturing printing machinery. There is also great waste in presswork and binding due to lack of interchangeability of machinery in print shops, most of which are required to handle other classes of work besides trade paper printing.



In the final analysis the program of paper size simplification that the bureau of standards at Washington is carrying on, is for the purpose of making paper sizes and roll widths more interchangeable for use in all classes of printing work. If trade paper publishers would utilize entirely or if but partially, the same sheet sizes that must be used for mercantile or jobber stock, a very substantial saving would be made in the manufacture of paper and its distribution. The eventual saving would be more than worth while. If the several classes of industry, buying printing and publishing and advertisjng would coordinate and work out manufacturing guides based on standards for paper mills, printers, machinery manufactures, and jobbers to use in anticipating the demand of the industry wastes all along the line would be cut down.

Standardization is nothing more or less than order and system applied to an industry—order and system applied in a large way—just as your letter files and office work is placed on an orderly systematic basis, standization enables you to lpace your entire business on an orderly systematic economical basis.

The accompanying tables of popular page sizes for stitched and unstitched printed forms was compiled and the sizes chosen after examining and analyzing book, magazine and direct advertising forms issued by America's largest users of printing.

From eight different size surveys made, of different groups of printing buyers, between 90% and 95% of advertising and general printing would come within these sizes and with but slight changes in present day forms of ⅛ in. to ⅜ in. in either dimension almost 100% of direct advertising and general printing forms would come within these sizes and page signatures.

If the trade paper publishers would adopt a set of sizes that would fit the standard sheet sizes given in this table another large volume of paper requirements would fit in with the mercantile sizes that the mills make for the paper merchants' stock. With paper machines concentrating on tonnage that could be used for either general advertising as well as trade paper sizes lower costs would eventually result. Bulk buying or cooperative buying of paper is in reality the benefit of standardization.

STITCHED BOOKLETS, CATALOGS, HOUSE ORGANS, MAGAZINES

Booklet (Trimmed Size)	Sheet Size	Signatures or Forms
3 x 6	25 x 38 — 38 x 50	8, 16, 24, 48
3½ x 6¼	26 x 29 — 29 x 52	8, 16, 32
3½ x 6⅜	30½ x 41 — 41 x 61	8, 16, 24, 48
3½ x 8⅜	35 x 45½ —	8, 16, 24, 32
3¾ x 5⅛	32 x 44 — 44 x 64	8, 16, 32, 64
3¾ x 6⅞	32 x 44 — 44 x 64	8, 16, 24, 48
3¾ x 8⅝‡	⅓ of 36 x 48 —	8, 16
4 x 9	25 x 38 — 38 x 50	8, 16, 24, 48
4½ x 6	25 x 38 — 38 x 50	8, 16, 32, 64
4⅞ x 7¼	30½ x 41 — 41 x 61	8, 16, 32, 64
5¼ x 7⅝	32 x 44 — 44 x 64	8, 16, 32, 64
5½ x 8⅜	35 x 45½ —	8, 16, 32
5¾ x 8⅝	36 x 48 —	8, 16, 32
6 x 9⅛	25 x 38 — 38 x 50	8, 16, 32
6⅞ x 6¼	26 x 29 — 29 x 52	8†, 16†, 32°
7⅜ x 9⅞	30½ x 41 — 41 x 61	8, 16, 32
7¾ x 10⅝	32 x 44 — 44 x 64	8, 16, 32
8 x 9⅛	⅓ of 38 x 50	8¶, 16¶ (sheet wise)
8½ x 11	35 x 45½ —	8, 16.
8¾ x 11⅝	‡36 x 48 —	8, 16
9¼ x 12⅛	25 x 38 — 38 x 50	8, 16
10 x 14⅞	30½ x 41 — 41 x 61	8, 16
10¾ x 15⅝	32 x 44 — 44 x 64	8, 16

THE POPULAR UNSTITCHED AND UNTRIMMED CIRCULAR SIZES

Folded Size	Sheet Size	Number of Pages
3⅛ x 6¼	25 x 38 — 38 x 50	4, 6, 8, 12*, 16, 24
3⅝ x 6½	26 x 29 — 29 x 52	4, 8, 16, 32
3¾ x 6¾	30½ x 41 — 41 x 61	4, 6, 8, 12*, 16, 24
3¾ x 8¾	35 x 45½ —	4, 5, 8, 12, 16, 24, 32
4 x 5½	32 x 44 — 44 x 64	4, 8, 16, 32
4 x 7¼	32 x 44 — 44 x 64	8, 4, 16, 24
4 x 9	‡36 x 48 —	4, 6, 8, 12*,16, 24
4⅛ x 9½	25 x 38 — 38 x 50	4, 6, 12* 16, 24
4¾ x 6¼	25 x 38 — 38 x 50	4, 8, 16, 32
5⅛ x 7⅝	30½ x 41 — 41 x 61	4, 8, 16, 32
5½ x 8	32 x 44 — 44 x 64	4, 8, 16, 32
5 11/16 x 8¾	35 x 45½ —	4, 8, 16, 32
6 x 9	‡36 x 48 —	4, 8, 16, 32
6¼ x 9½	25 x 38 — 38 x 50	4, 8, 16, 32
7⅝ x 10¼	30½ x 41 — 41 x 61	4, 8, 16, 32
8 x 11	32 x 44 — 44 x 64	4, 8, 16, 32
8¾ x 11⅞	35 x 45½ —	4, 8, 16, 32
9 x 12	‡36 x 48 —	4, 8, 16
9½ x 12½	25 x 38 — 38 x 50	4, 8, 16
10¼ x 15¼	30½ x 41 — 41 x 61	4, 8, 16,
11 x 16	32 x 44 — 44 x 64	4, 8, 16

* — Letter Fold.
† — Stitched and Folded again to fit 6¾ envelope.
‡ — Offset Paper Size also popular trade paper sheet size.
¶ — 8 x 9⅛ booklet can be folded again to fit 10 envelope.

ROLL WIDTHS

When it is impossible to use the Standard Sheet Sizes listed above the following standard roll widths are recommended, cut to the length needed. A greater use of standard roll widths will materially help also in reducing wastes in paper making and distributing.

For book papers the following widths are suggested:
25″ 30½″ 32″ 38″ 41″ 44″ 50″ 61″ 64″

For bonds, ledgers and flats:
17″ 19″ 22″ 24″ 28″ 32″ 34″ 38″

For cover papers: 20″ 23″ 26″ 33″

FIELD OF JOURNALISM

University of Wisconsin, School of Journalism

A thorough study of the history of the weekly newspaper in Wisconsin, followed by an analysis of present conditions has recently been completed by a senior in the course in journalism. Some of the general conclusions which this student arrived at may prove to be of interest. They are as follows.

1. Wisconsin is a fertile news field particularly adapted to the weekly newspaper. The field is such that the weekly can collect and publish the local news of a community in a way which will put the weekly beyond competition from the daily press.

5. There is a strong tendency among tendency in Wisconsin toward the day in which each separate local community will be served by a single weekly newspaper.

3. Weekly newspaper publishing is essentially a business with single ownership and one-man control.

4. The Wisconsin weekly newspaper, as a business enterprise, is at present a combination of newspaper publishing and job printing.

5. There is a strong tendency among Wisconsin weekly newspaper publishers to believe that the writing of editorials is not a necessary function of the weekly paper.

6. There is a pronounced tendency to adopt improved methods of mechanical production.

7. The most sucessful Wisconsin weeklies, both as to extent of influence and financial prosperity, are those which are produced entirely in the home office and plant.

8. The average paper does not apply an efficient system of business methods in the conduct of newspaper publishing as a commercial enterprise.

9. The number of women in the personnel connected with the weeklies is increasing.

10. Politics has ceased to be of primary importance in Wisconsin weekly journalism, either from a standpoint of party support as a function, or from the standpoint of furnishing the motive for going into the newspaper business.

11. There is an evident lack of thoroughness in the covering of the local news field.

12. Greater emphasis needs to be placed on rural news service in order to build up rural circulation.

13. There is general failure on the part of newspaper publishers to demand that the newspaper shall bring in a return equal to the rest of the work produced by the mechanical department.

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The Illini Publishing Company, issuing The Daily Illini in connection with Illinois University and known as the "Laboratory" of the School of Journalism, has placed an order for an additional Intertype. The Daily Illini will now be issued during the entire year, instead of only ten months as heretofore. In addition the University School of Journalism is considering a number of new publications.

Full Four-Year Course at Illinois

That the University of Illinois at Urbana will offer, starting this year, a full four year curriculum in journalism, is announced in a booklet entitled "Training for Journalism". The facts that there will also be offered during one week in February, a "short course" in journalism open to all newspapermen of the state, and that *The Illini,* the student daily, would be increased from an eight to a twelve-page paper to run the year round, were also announced.

The expansion of the journalism work and the establishment of the short course are the direct result of resolutions passed at the meeting of the Illinois Press Association held in Chicago last May. The four-year course will lead to the degree of Bachelor of Arts in Journalism.

The newspaper which forms an important part of the laboratory equipment of the courses in journalism is the *Daily Illini,* a very lively and newsy twelve page, seven-column paper, written, edited, and published by the students. It is a member of the Associated Press, receives two hours of telephone service each night, and as the only morning daily in a community of 30,000, covers city as well as university news.

The editorial page offers opportunity for the classes in editorial writing. Beginning in September it will issue a Sunday feature section, carrying the special and feature articles, book reviews and other products of the advanced classes.

The *Daily Illini* is printed in its own plant, a well equipped newspaper establishment purchased at a cost of approximately $35,000 out of the earnings of this paper. It is conducted entirely by students and offers substantial evidence of the practical nature of the work done by these young journalists.

More than two hundred students gain practical experience every year by serving on the staffs of the publications issued from *The Illini* plant.

In 1922-23 two additional features will be introduced to utilize the experience of the leading newspaper men of the state in making the course as useful as possible, as a preparation for journalism in the state.

(1) A short course in journalism will be given during one week in February which will aim to bring together as many Illinois newspaper editors and managers as possible for the exchange of ideas, information, and experiences.

(2) A series of lectures running through the year will be given to the students in journalism by leading journalists of Illinois.

The purpose of the four-year course is to provide a sound general education, trained ability to use the English language, a broad acquaintance with the history, principles, and practices of American journalism, and practical training in the elements of journalistic work.

The greater part of the four-year course falls into three groups: *first,* course in social, political, and economic conditions and principles, with much attention to history; *second,* course in English and American literature with special emphasis on the development of ability to write a clear and simple English style; and *third,* instruction in the history and principles of journalism with a large amount of actual journalistic practice under conditions as near as possible to those in which the graduate will begin his career as a working newspaperman.

The student is given in the last three years a continuous series of special courses, and much practice in journalism. Beginning with reporting and news gathering he pursues courses in copy-reading, news editing, head-writing, editorial and feature writing, and makeup; studies of editorial policy; and the history and principles of journalism as illustrated in the great newspapers and by great American journalists from early colonial days to the present time.

The journalistic laboratory of the University where the special practice courses are conducted, is equipped and run like a large newspaper office. The main feature of the laborotory is a "city room" provided with 30 desks and typewriters.

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Students Secure Newspaper Positions

Chicago and outlying newspapers now have on their staffs various students and graduates of the Medill School of Journalism of Northwestern University. Reports received by Director H. F. Harrington of that school indicate that the young men and women are filling their positions satisfactorily. Their remuneration averages higher than that of the average cub reporter.

The Chicago Tribune has employed Clark H. Galloway and Miss Jessie Olson on its copy desk, and Lorraine P. Quin is a reporter on the Chicago Evening Post for the summer. Glenn Corbett is an associate editor of Railway Age.

Other papers having Medill students in their employ are: R. W. Richards, Aurora (Ill.) Beacon News; Eve Finson, Woodstock American; Margaret Richards, Moline Dispatch; Thelmo Butts, St. Louis Star; Mark Cady, Hutchinson (Kan.) News; Wallace Abbey, Evanston News Index; David Crooks, LaPorte (Ind.) Herald; Emmett Swisshelm, Louisville Courier-Journal; Clark Kelsey, LaSalle (Ill.) Daily Post.

"In the main the salaries these new newspaper workers are receiving are satisfactory," commented Director Harrington. "I should say the average is about $30 a week, although a few receive as much as $40. While earning this money, some of the students also are fulfilling the requirement of three months' practical newspaper experience before the degree of bachelor of science in journalism will be awarded."

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The Thompson Type Machine company, of Chicago, demonstrated two type casters at the Boston exposition making type; quads and spaces in sizes from 6 to 48 point, as well as casting leads, slugs, and rules.

Some Interesting Facts Regarding House Organ Sizes

G. A. HEINTZEMANN, *Dexter Folder Co., N. Y.*

The illustration herewith shows all the sales house organs received in answer to a questionnaire sent to the 800 concerns publishing house organs as listed in Printers' Ink. The picture clearly illustrates that definite page size standards in house organ printing and publishing are not at present very exact.

An enlargement of the photograph or a personal examination of the house organs would clearly emphasize the advantages if the Bureau of Standards (which is now working on a program of paper size simplification) could successfully work out a definite series of standard specifications for page sizes that would fit in with a full sheet size program of standardization in co-operation with paper mills and their merchants.

The following figures should be of interest to printers and publishers of house organs. This data was tabulated in connection with a survey of house organs made for the Paper Size Simplification committee appointed by the Bureau of Standards. The following approximate group sizes were made up of the house organs that varied ¼" to ⅜" in either dimension:

9¼x12-⅛	— 14%
8½x11	— 10%
7½-7¾x10-⅝	— 13%
6x9-⅛	— 22%
4x9-⅛	— 6%
5½x8½	— 3%
4½x6	— 2%
Misc sizes	— 30%

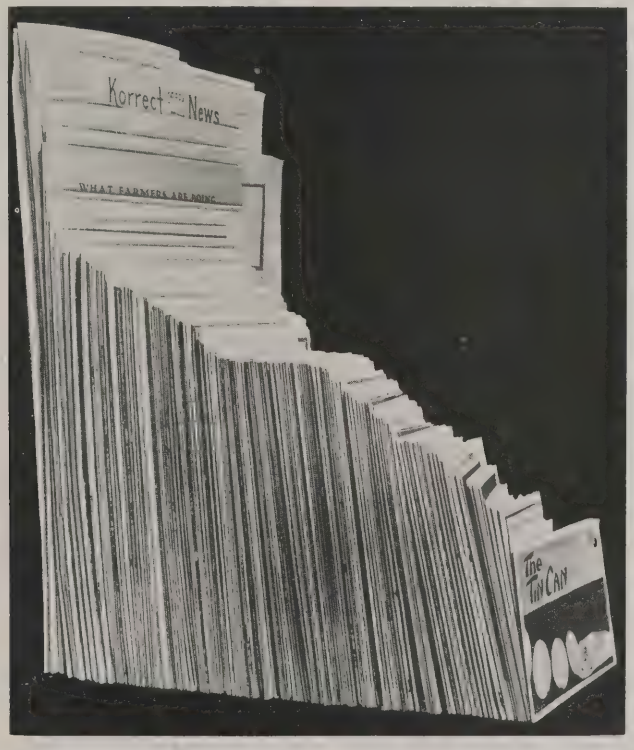
These figures clearly indicate that the majority of house organs could, without serious change in size, adopt one of the standard sizes.

In the final analysis using a standard size sheet is, in reality securing the benefits of co-operative buying of paper.

Percentage with covers 47%
16 pages and under 76%

42% of the house organs were 16 pages with and without cover and the following tabulation gives the percentages of publications from 4 pages to 96 pages and cover.

Pages	Per Cent	Pages	Per Cent
4	8	18	½
8	8	18 with cover	
8 with cover	5	20	1
12	9	20 with cover	3
12 with cover	4	36 with cover	1
16	20	42 with cover	½
16 with cover	22	48 with cover	1
24	4½	52 with cover	½
24 with cover	4½	58 with cover	½
32	2	80 with cover	½
32 with cover	4	96 with cover	½
			100



Detroit News Acquires Journal

Purchase of the Detroit Journal by the Detroit News was recently announced. The papers, both in the afternoon field, are to be merged immediately. The Journal ceased publication Friday, July 21. The total purchase price for the title and good will was in excess of $2,000,000, it was announced.

The News is owned by the Scripps syndicate, while the Journal was the property of C. C. Vernam, Paul Block and H. S. Talmadge, New York, and N. C. Wright, Detroit. The latter control the Toledo (Ohio) Blade, and the Newark (N. J.) Star-Eagle.

Unfair and Unscrupulous Competition

Unfortunately there are salesmen—or two-legged individuals who style themselves salesmen—of printing who possess perniciousness to an extent that destroys good will which in many cases has flourished between certain printing plants and long time customers. Unable to break in on the work of certain desirable concerns, they make a practice, knowing they cannot secure the work, of telling such concerns that they will do, we will say a catalogue, for so and so much money. (Quoting far below what they know the job to be worth). They know that the price they quote is picked out of the blue sky, yet they also know that the price at which this customer has been buying the catalogue in question was a legitimate one.

Recently, to illustrate, a buyer of printing in one of the big eastern cities wrote the following letter to its printer which had been doing its work for years:

"One of the big printers who has been hounding us for our business for the last few months, was in yesterday giving quotations on what he would do the work for.

"The four page price list he quotes $3.55 per thousand. Your last price to us was about $6.50 a thousand.

"I am not going to encharge on it, but simply ask you to look into matters and see if our prices for printing all along the line should not have some adjustment."

Destroying confidence of the buyer of printing in order to be given opportunity to do his work at less than manufacturing costs is perhaps the most high-handed bit of folly any printing salesman can engage in. If a printing establishment, its equipment, and its organization, is not possessed of the ability to secure work on a known cost-plus-profit basis, it is a menace to the industry. Each day it continues in business it is conducting unfair competition and belittling the efforts of concerns that are doing a legitimate, fair price business. Nothing will so shake the confidence of buyers of printing generally as to be assailed with bids of certain classes of work differing all the way from 10 to 50 per cent.

Know your costs and be guided by them when estimating.

The printer today who is conducting business without a standard cost finding system is flying directly in the face of disaster, not only to himself but to the industry which the bright minds of the business have been expending so much energy, means, and effort to build up.

*

Anent Order Takers

Seneca Beach says: "The fundamental lack of printerdom is Dignity. No man can sell goods, or sell anything, who lacks commercial dignity. An order taken is not a salesman—he is the very antithesis of a salesman. Most printers are order takers; they began as mechanics (order takers), and have continued as such." Here is something to think about, especially at this particular time when business is not as brisk as it might be. The order taker knows only one argument—price; the salesman always talks price last. The salesman's brain is forever busy with creative ideas; the order taker's gray matter is—well, atrophied. It looks like some of us need fish as a regular diet.

Raw Material and Paper Consumption—A Prophecy

(Continued from Page 25)

manufacture of printing papers are cheaper woods and old papers which are made of wood. An increasing amount of old paper is being used as the price of pulp advances. Experiments at the Forest Products Laboratory prove that old newspapers can be de-inked and reused for newsprint making. Probably this will be done in time, but at present old newspapers are only used in the making of various kinds of paper board. In the making of book paper, on the other hand, a large amount of old book paper is now used in mixture with new pulp. For the ordinary magazine paper it stated that at least 20 per cent of the stock may be old paper, leaving 80 per cent for soda and sulphite pulp.

No method of making ground pulp from wood waste has been devised, but the chemical processes do give such an opportunity. When one considers the tremendous amount of saw mill waste in the form of slabs and edgings, which is annually burned, it is apparent that any adequate use of these would cut down considerably the consumption of new wood. A few sulphite mills are using spruce waste of this kind which is shipped in the form of chips, which are blown from the chipping machine into the car. So long, however, as the advancing price of wood can be charged to the paper consumer it is doubtful whether there will be any serious attempt to substitute this waste material, since it is always easier to continue along well beaten paths. At present also the sawmill industry is chiefly in a section of the country far removed from the pulp mills.

With the manufacture of soda pulp, however, several economics have already been introduced on a large scale. The cores of veneer logs, for example, make excellent pulp and are used by several mills. So also the waste pieces of veneer from a mill can be used. At least one mill is using a considerable quantity of poplar shavings which are brought by car from a planing mill. On arrival at the pulp mill they are dumped onto a belt, which carries them into a revolving screen in order to free the shavings from the sawdust, which is resold for bedding, briquettes, or for other purposes. The fibres in shavings or in waste pieces of veneer are necessarily short and therefore before cooking, these materials are mixed with a sufficient amount of chips from new wood to give the required strength to the pulp.

But the most interesting use of a waste product in connection with the printing paper industry, is the reuse of chestnut chips from which the tannin material has been extracted. In the old days tanning in this country was made almost entirely from hemlock or oak bark, but more recently chestnut wood and bark have been more and more used. For this purpose the wood and bark are first chipped, just as if for chemical pulp. They are then cooked in water until tannin material is extracted, and the resulting liquor is evaporated until either a liquid tannin material of the proper thickness, or a powder is secured. The chips left after this process have not been injured for pulp making. The only difficulty is that for tannin purposes a great deal of decayed wood as well as the bark is used. If the chips are to be later used for pulp the good wood must be carefully sorted out before it enters the tannery.

It will be readily seen that the use of the various substitutes mentioned above can considerably reduce the percentage of good wood used in paper making. Take, for example, the magazine company already mentioned which uses 100,000 tons of paper. By the use of old papers and various wood substitutes it should be possible to reduce the amount of new wood required from 200,000 to 100,000 cords; or the annual area cut over from 20,000 to 10,000 acres on a basis of 10 cords per acre yield.

Factors Influencing the Cost of Paper

The high market prices for paper which prevailed for a time had little relation to the cost of production. They were due to the fact that the normal growth of the industry was entirely interrupted during the war; and to the fact that there was an abnormal demand for paper after the armistice. Undoubtedly the cost of producing paper greatly increased but since the contract prices represent a fair profit the open market prices must have allowed an extraordinary profit. Since the business depression of a year ago the demand for paper has fallen off and the prices declined accordingly.

Everything entering into the production of paper has increased during the past decade, including, of course, labor, the cost of equipment, machinery, etc. Spruce wood which cost the mills in New England and New York $10 a cord a few years ago, in 1920 cost $20 to $25, and cottonwood which cost only $5 or $6 a cord on the Mississippi went up to $10 or $12. It should be mentioned in passing that the difference between the price of spruce and that of cottonwood is even greater than these figures indicate since a cord in the spruce region is 128 cubic feet and in the soda pulp practice is 160 cubic feet. Newspaper publicity has been given to the fact that exorbitant prices have been paid for pulp wood, but it is safe to say that little wood has been purchased at over $25 a cord. With ground pulp selling at $150 per ton the wood necessary for its production would amount, even at the latter figure, to only 17 per cent of the selling price; and with sulphite pulp at $200 two cords of the same priced wood would amount to 25 per cent of the selling price of the pulp.

While wood is the chief material from which paper is made, it is scarcely more important than coal, for it requires a ton of coal to produce the same weights of newsprint, and considerably more to produce a ton of book paper. It therefore makes a considerable difference in the cost of paper production whether the coal costs $2 a ton, as was formerly the case at some mills, or $10 as in many cases a year ago. Other materials entering into paper production are sulphur, lime, soda ash, bleaching powder, alum, clay and rosin. Without giving details it may be stated that the cost of all these materials considerably advanced. It has been said that for every car of finished paper shipped from a mill six cars of material have to be shipped in. With advancing freight rates it is therefore apparent that a supply of wood is by no means the only factor influencing the location of a paper mill. In fact the time has passed when a mill can be built with a view of securing its raw materials locally. The average paper mill today draws its materials from many a distant point; in some cases using the pulp from Sweden, bleach from Germany, sulphur from Louisiana, coal from Pennsylvania, and rosin from Georgia.

Water is also an important factor in paper production. The hydraulic power necessary for making ground pulp is becoming increasingly expensive. The claim is made by one paper company that a greater profit could be made by renting the power at some of its mills than by manufacturing paper as at present. For the paper mill also an abundant supply of filtered water is necessary for washing the pulp. In the location of a paper mill therefore water must be considered as carefully as wood supplies.

Future Location of the Industry

Men engaged in paper manufacturing are fond of pointing out that only 3 per cent of the timber cut annually in the United States is used for pulp purposes, 97 per cent being used for lumber, railroad ties, fencing, veneers, vehicle and hardware stock, shingles, etc. By this means they would seem to carry the impression that the pulp industry is relatively unimportant as a drain upon our forests. In a large sense this is true. The danger to our forests from the paper industry lies in the fact that the mills are concentrated in the eastern part of the country in order to be near the market for paper; and to the fact that two kinds of pulp, ground pulp and sulphite, are made entirely from spruce, hemlock and fir. The supplies of these woods in the eastern United States where the mills are located are woefully inadequate to meet the growing needs of the industry, and the drain upon these sources by the paper industry represents very much more than 3 per cent of the annual consumption. The total supply of these woods in the eastern United States is known to be only enough to carry the industry as now conducted for a few years. Two sources of supply remain, the northwest and Canada.

Alaska

Great quantities of these woods are known to exist not only in Washington, Oregon, and British Columbia, where the paper industry has already started, but in Alaska. The spruce forests of Alaska are in the form of a remarkable belt of timber skirting the ocean. The wood is therefore accessible for cheap water transportation to mills located at convenient points on the coast. Excellent water powers are also available, as well as sufficient coal supplies. Why then with all these advantages has there been no development of the industry in this region so rich in possibilities? Considerable publicity has been given to the theory that the resources of Alaska are tied up by Government red tape and are not available for exploitation. The contrary is the fact. Most of this wonderful timber supply is within the National Forests which are administered by the U. S. Forest Service. Everyone knows that it is the policy of the Forest Service

to encourage development by legitimate industries in every way consistent with the public welfare. National Forests cannot be ruthlessly destroyed as have been the private forests of the East. Neither can they be sequestered and held for speculative profit as was the case with so much of the timber land disposed of by the Government in the early days. But for bona fide industrial development they are not only open but the Forest Service is doing everything possible to encourage the establishment of industries which will make possible the marketing of mature timber. Why then has there been no relief to the paper shortage through Alaskan developments? Various answers are given by paper manufacturers. They hinge mostly upon the distance from the paper markets; the difficulty in securing labor in this new region and the reluctance of capital to invest in such a venture. It is, however, a fact that newsprint paper has been brought from the Pacific Coast by rail to New York at a total cost considerably less than the market price of such paper in the East. When the cheapness of Western wood and water power and the possibility of shipping to eastern points through the Canal are taken into consideration, they will probably be found to counterbalance the advantages enjoyed by the eastern mills. The balance in favor of the western production of newsprint will grow rapidly with the diminishing wood supplies in the East. There is, however, no disposition on the part of the industry to increase paper production to a point which might threaten the present high prices. The profits recently enjoyed from high priced paper seem too alluring to entice eastern manufacturers to invest in competitive western plants. This is probably the real reason why the forests of Alaska remain almost in their virgin condition.

EASTERN CANADA

If you ask the paper manufacturer about his future supply of wood, as I have asked him in many instances, he will never reply, "We must raise it." Such an idea is farthest from his thoughts. He invariably replies: "We must get it from Canada." It is the old story of tapping new supplies of God-given natural resources. Curiously enough the Canadians have ideas of their own about the use of their resources. Most of the remaining timber in Eastern Canada is on lands, the title of which rests with the provincial Governments. They are known as "Crown lands" in distinction from the lands which have passed into private ownership. Timber is sold from the Crown lands under certain regulations. Several years ago the provincial Governments of Quebec, Ontario, and New Brunswick passed laws prohibiting the exportation of unmanufactured wood from these Crown lands. These restrictions were undoubtedly passed to encourage the building up of the paper industry in Canada and they have been very succesful in bringing about this result, as there has been a remarkable growth of the paper industry there during the past few years. In fact the industry has grown so rapidly that those most conversant with the forest conditions are becoming alarmed for the future of their wood supplies, and have even advocated an embargo against the exportation of private land wood of which about 1,000,000 cords are now exported to the United States annually. Advantage was taken by the recent scarcity of paper by certain American manufacturers to impress publishers and the public with the necessity of getting Canada to repeal these laws governing Crown lands wood. It is claimed, perhaps rightly, that if Canada should practice forestry she would have enough wood for herself and for us too, but the same argument holds good of our own forests.

It has even been proposed in Congress to coerce the Canadian provinces into repealing these laws by threatening to prevent the shipment of coal, sulphur, and other paper-making materials from the United States into Canada. It is only natural that such threats should have aroused a great deal of bitter feeling among our neighbors and allies.

The production of newsprint paper depends upon a plentiful supply of cheap ground pulp. It may be safely asserted that ground pulp production will pass within a few years from eastern United States to Canada and to the Pacific Coast. This is because spruce and hemlock in our eastern states are no longer cheap woods and must be marketed as more valuable products, such as lumber or sulphite pulp; and because water power can be more profitably utilized there for other purposes. There are no restrictions against the exportation from Canada of pulp and it is probable that many newsprint mills will be maintained for some time in New England and New York largely upon Canadian pulp. This depends upon the ultimate success of such paper made near the market in competition with paper made at the pulp mill, but far from the market. It may well be that it will be found more profitable to make other forms of paper in these eastern mills. For the production of soda and sulphate pulps our eastern wood supplies are still very great. It seems altogether likely, therefore, that the newsprint industry will eventually move into Canada and the Northwest including Alaska; that many of our newsprint mills will be converted into book paper mills using soda and sulphite pulp and old papers, or into mills making paper boards and other grades of paper.

However unfortunate this situation may be it certainly may as well be faced now as later. Unless there is a rapid development of the industry in the Northwest and an adequate adoption of forestry methods in the east our newspapers within a quarter century may be dependent upon a foreign supply of newsprint.

Until recently none of the pulp and paper companies, having manufacturing plants representing millions of dollars, have made any adequate attempt to maintain a permanent wood supply. A few experiments have been made in reforestation, and in a few cases cutting has been carried on for a year or so under forestry principles, but no consistent policy has been followed over a series of years adequate to meet the demands of a large company.

Recently the American Paper and Pulp Association has been instrumental in advancing a national forest policy in which government ownership of forests and fire prevention are the main features. Encouraging as such a policy is, the industry must go further by emulating the Canadian and Scandinavian paper companies, which have been so advanced in the matter of forest conservation.

A great deal can be done by co-operating with other wood using industries like the wood turners in the establishment of small pulp mills at convenient centers or to establish subsidiary pulp plants conmills and such industries. With the freight charges on wood now approaching $10 a cord at many mills there can be little question that it would be an economy to raise the supply near at hand or to establish subsidiary pulp plants convenient for the utilization of waste from other industries.

Civilization of the future will demand paper in increasing quantities. The paper industry is one which should receive every possible assistance in our country, but it can only prosper in a country where the forests are maintained and it is not too much to expect the industry to materially assist in such maintenance. With every delay in the carrying into execution of a permanent forest policy the publishers will find themselves facing ever-increasing costs for paper.

First Course in Paper Making Given by Mail

The first correspondence study course on the manufacture of pulp and paper will be given this year by the University of Wisconsin Extension division, in co-operation with the forest products laboratory, Madison. The vocational education committee of the pulp and paper industry and the Wisconsin board of vocational education helped to plan the course.

Five courses based on the text books prepared by the vocational education committee of the pulp and paper industry will be given. According to the co-operative arrangement, the extension division will administer the courses and the forest products laboratory will correct the papers and have actual charge of the teaching of the courses. All of the information in the laboratory files and such technical advice as the members of the pulp and paper staff can give will be available to all students who take the course.

Descriptive pamphlets relating to the courses will be distributed soon by the University of Wisconsin. The course is one designed largely for the young men and apprentices at the mill machines who desires to know the why and wherefore of their work and who desire to improve themselves in work and position, and opportunity to take an organized and supervised course of study in modern pulp and paper making.

Optimism

"As I approach my seventy-fifth birthday," says Thos. A. Edison, "let me repeat that I have been through five business depressions during my business life. They all act alike. This latest one, which I believe we are just about starting to leave behind us, has acted exactly like all the rest. Those who, if their business fell off 66 per cent, increased their selling efforts 75 per cent, have, I believe, pulled through as if there were no depression. Moreover, the efforts of such men tended to shorten the periods of depression. If I have any message for the business world at this time it is to intensify our selling efforts."

Trade Notes of the Industry

Composing Machine Business Brisk

Convincing evidence that conditions in the printing and publishing world are growing brighter right along, and that prosperity has established itself, or gradually is doing so in most sections of the country, is offered by the fact that in th month of July alone a total of 204 linotypes was sent out from the linotype works in Brooklyn, to printers and publishers in all parts of the United States.

The machines, for the most part multiple-magazine linotypes went to small shops and large plants alike, in small and isolated communities and in large metropolitan centers.

Following is a listing of some of the firms to which shipments were made, together with the number of linotypes included in the shipments: Star, Kansas City, one model 4 and three model K's; Telegram, Holyoke, Mass., one model 5 and one model K; Christian Science Monitor, Boston, four model 8's; Tribune, Minneapolis, seventeen model 8's and four model 14's; Times, Troy, N. Y., one model 14 and one linotype lead and rule caster; Dispatch, Columbus, Ohio, two model 8's; S. C. Toof and Company, Memphis, two model 14's; Evening Register, Niles, Ohio, one model 5 and one model 14; Times-Union, Rochester, N. Y., one model 8 and one model 14; Globe, Boston, four model 8's, two model 20's and two model 24's; Journal, Minneapolis, eight model 8's and one model 14; Tribune, Great Falls, Mont., one model 14 and one model 24; Register and Tribune, Des Moines, two model 9's and one model 14; Eagle, Reading, Pa., two model 8's; Sentinel-Record, Hot Springs, Ark., two model 14's; Foot and Davies Co., Atlanta, Ga., four model 8's; Hicks Printing Co., Oshkosh, Wis., one model 8 and one model 14, Central Publishing House, Harrisburg, Pa., two model 8's; Free Press, Detroit, six model 8's; Lorain County Printing and Publishing Co., Elyria, Ohio, two model 8's; News, Detroit, four model 8's; Beacon-Journal Co., Akron, Ohio, three model 8's; Star Bulletin, Honolulu, Hawaii, model 22; Sun, San Diego, Cal., model 22; Eagle, Wichita, Kans., model 21; Long Island Daily Press, Jamaica, N. Y., model 21.

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Daily Paper Published on Board Ships of U. S. Line

Neptune News, a daily newspaper, published aboard all the ships in the fleet of the United States lines, has come into being. The first ship to begin the publication of the sea paper is the President Harding.

As rapidly as the vessels of the fleet reached port and started back again for Europe they began issuing Neptune News. In two weeks from the date of the first issue, July 13, all twelve vessels now being operated in the passenger service by the United States lines issued daily editions.

Neptune News is an eight page paper. It carries articles to amuse and inform the passengers. The live news consists of dispatches received by wireless.

Improved Method for Printing Theatre Tickets.

Louis E. Woodard of Cincinnati, has been guaranteed letters patent on a method and means for printing theatre tickets that is a distinct departure from present methods.

By the process all the tickets for a certain performance are printed automatically at one operation. A special press is of course required. This one is really ten little printing presses in one, all arranged side by side, each carrying a roll of different colored stock the width of the ticket; each has a dating attachment and prints the body of the ticket for its section; each unit is started and stopped automatically, independent of the others. These little presses are spanned by a large cylinder carrying sterotype plates of all seat designations for the theater arranged in a continuous spiral form from end to end of the cylinder. As the cylinder revolves it moves endwise on a screw having the same pitch as the printing surface of the plates. The first seat designation is printed on the ribbon of stock which advances the length of the ticket when the second designation is printed, the body and date complete the ticket which is cut to length by a rotary cutter and assembels the tickets as required. When the cylinder advances to the proper point the other units print their quoto, thus when the cylinder has advanced its limit all the tickets for the house will be printed, cut and colated, ready for the box office.

The two curved sterotype plates carrying the seat designations, "M left 9," K Right Center 10", etc., in spiral form are produced by the following patented process. Type is set for the seat designations and arranged in two chases on an angle, the first line in one chase being continuous with the first line in a second chase, then a second line in the first chase continues across the second chase, until all the seats are supplied—each section requiring a different colored ticket is imposed together. These forms are proved and corrected as in any job. Matrices are made of the forms and as the type is imposed on an angle the matrices will have the same angle. Two half round plates are cast and when placed together to form a cylinder the printing surface will be a continuous spiral from end to end of the cylinder.

The particular advantage in the process is not only absolute accuracy is assured, but that when a set of matrices have once been made for a theatre and a duplicate order is received it is only necessary to cast the plates from these matrices to fill the order. Making it possible to fill same very rapidly and at very little expense above the cost of the ticket stock.

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The Pantagraph Printing & Stationery Company, Bloomington, Ill., last week installed two Model C Intertypes.

Postmaster Frank Reed of Taylorville, Ill., who also is interested in the destinies of the Daily Breeze, has installed his second Model C Intertype.

"Slug-Steps"

In these days of high wages and production costs, every little thing that will ease the ways of the day's work has a meaning and a purpose that is to be reckoned with if the employing printer would get the best results from the men whose efforts represent to him that profit which he must make for the good of the trade and the success of his shop as a business institution.

In the old days when leads and slugs were always scarce, the problem of getting them out of the labor-saving case occurred but rarely. In fact, the cry "Who's got the 25-em slug" had quite a vogue in many shops. But now, when enlightenment is gradually breaking into the counting room, and leads and slugs are provided in quantity sufficient and overflowing—when the new machines for casting them in the office are being installed, and the non-distribution method has come to stay—the boy who fills up the racks enjoys a license that he never knew before, and he packs them in to the limit, as every speedy comp who has torn away at the "frozen" cases can testify.

Swearing at the "devil" and cussing at the world in general has never been effective, but a way there is to outwit this inimical genius who presides over the lead and slug rack. A little block of wood like a step is inserted at the upper end of each compartment and nailed down. This brings the leads or slugs readily to hand, and detracts not a whit from the capacity of the case. Patent and registry of the name "Slug-Steps" has been applied for by Edwin H. Farr, printer, Whiting, Indiana.

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Linotype News Appears

Bristling with news of the printing industry, the Linotype News, a monthly publication issued by the Mergenthaler Linotype company, made its appearance July 15. This paper was instituted as a medium for the transmission of news and other information of particular interest to linotype owners and operators. It also affords splendid opportunity to study modern newspaper making, since the typographical style of the Linotype News, which will be changed from time to time, will suggest the makeup followed by leading newspapers of the world, with now and then original suggestions. A different face will be used in each issue so as to convey ideas for "dressing" the newspapers.

The principal feature of the first issue was an account of the travels of Norman Dodge, vice-president and general manager of the company, who recently returned from Europe. Mr. Dodge was very much impressed by the progress being made in European countries, in spite of the dire calamities that have been following one another in rapid succession in the former war-torn countries.

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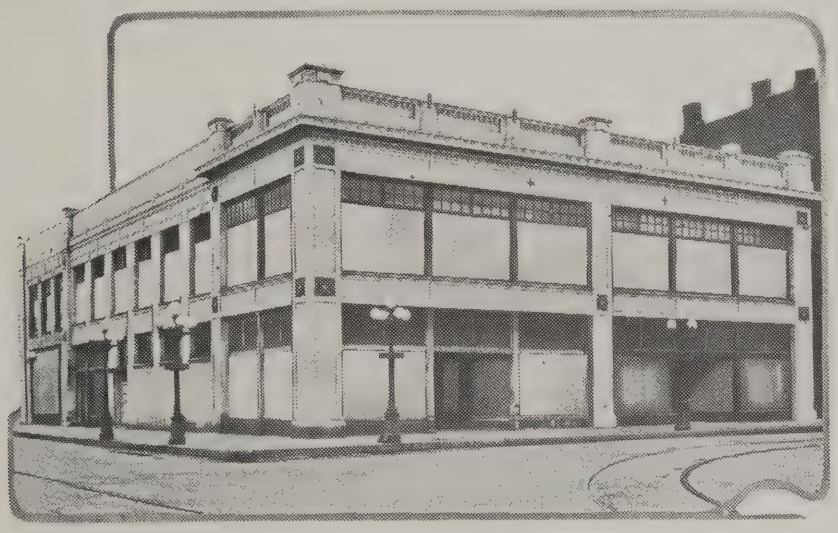
The Lawrenceville, Ill., Daily Record, comparatively a new-comer in the daily field, has added an Intertype to its equipment.

$100,000 Home for Waterloo Courier

Indicative of the growth and general prosperity of the Courier, Waterloo's oldest newspaper, we are showing herewith an illustration of the new $100,000 building recently purchased for the Courier. The business of the paper has been growing so rapidly that present quarters have been inadequate for several years.

Courier dates back to an early day. We would like to say just how long but he is so youthful looking and energetic we fear our readers might infer that (not having a photograph available) he is of very mature years. Without going into detail regarding the success of the Courier we would like to bear down heavily on the interest which Mr. Peterson has always



The location of the fine building shown herewith is at Park avenue and Commercial street, commanding a busy corner in the very center of the city, just one-half block from the present Courier building. Each abutting street is 80 feet wide, and the two other sides of the building face the alleys, thus giving light on all four fronts. The building is constructed of concrete, brick and steel, and is as completely fireproof as it is possible to build. The foundation and first floors are built to support six additional stories. Size of lot is 80 feet on Commercial street, and 135 feet on Park avenue. The face fronting the streets is built of the best white glazed brick. The basement has 12-foot ceiling and the upper floors are each with 18-foot ceilings. The 16-foot sidewalks have full paper-storage rooms underneath.

A. W. Peterson, treasurer and general manager of the Courier, has worked indefatigably, earnestly and without a let-up for the building up of a splendid newspaper. Mr. Peterson's connection with the manifested in association activities. He has not missed the annual meeting of the A. N. P. A. for a decade; he is always in attendance at the Inland Press association meetings and never misses a meeting of the Iowa Press association. During his visits he always has two eyes and two ears keyed and attuned for whatever transpires that may be useful to him in furthering the Courier as a potential factor in building up Waterloo and incidentally inuring to the prestige of the Courier.

The success of the Courier is really not remarkable when it is taken into consideration that modern ideas, modern equipment, an indomitable will and a spirit and desire to render complete newspaper service has always been a principle with Mr. Peterson. He has been signally successful because he early recognized that if anything was worth while one had to work for it. So he has been immensely busy all his life, yet he enjoys splendid health and is possessed of a genial personality that makes him a welcome figure at every gathering of newspaper men.

They Do Outgrow Them

"Patent insides," ready-printed pages provided by a syndicate in a big city, walked the plank when The Spooner (Wis.) Advocate entered its twenty-second year.

This improvement, made by the new editor, Horace A. Bresee, is sympathetic of the steady improvement in the Wisconsin press. It is gratifying to note that in a period when rising costs make publication a greater burden than ever before the newspapers of this state are constantly giving their readers more value for the money they are paid in subscriptions.

Mr. Bresee puts it very well when he says that not only The Advocate, but the city of Spooner has outgrown "patent insides." No one is throwing any stones at the auxiliary print, which is a blessing to the publisher without the facilities or the income to warrant home printing of the entire paper.

The Advocate was established by Ida May Goss, assisted by Bert Howdeshell. The late Frank Hammill bought it is 1904. He willed it last February to Mr. Bresee as a reward for his faithful assistance, one of the very few instances where a man was given a newspaper as a present.

"The first copy is before us as we write," says Editor Bresee, feelingly. "Whatever its shortcomings, one must admire the heroic faith that would induce one to undertake such a task in those early days."

Newspaper Man Discovers Island

Lorrin A. Thurston, managing editor of the Honolulu Advertiser, has a penchant for cruising. He owns a fine power yacht and has explored the southern Pacific as perhaps no other mariner.

On May 10 the party came across a series of unchartered islands in the vicinity of Kingham's Reef. With the newspaper man's nose for news and vision, Mr. Thurston immediately claimed the islands for the United States. Their annexation in the name of the U. S. A. was received at Honolulu on May 23rd. The largest of the islands is about one-half mile long and possibly ¼ of a mile in width.

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Newspaper Men Poor Hubbies

With all modesty, the Rev. W. Major Scott, Dundee, England, has just made an exhaustive investigation of the professions that provide the majority of ideal husbands, and decided that clergymen head the list.

Next to clergymen he placed navy and army officers, professors and teachers. Business men and men on the stock exchange were less satisfactory, he said.

Then, with cruel candor, he classified authors and newspaper men as unsatisfactory. The bottom of the list he gave to artists, who, he said, were quite hopeless.

Just why newspaper men and artists register so unpromisingly as material for good husbands, the Rev. Scott did not detail. He gave an inkling, however, when he stated that these vocations required so much time that when an editor or an artist had done his best by way of rendering service to his clients he had given all, and that therefore, it is assumed either could not hold two positions satisfactorily, because it is well known no man can serve two masters.

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Arranges Dances for Readers

George C. Secour, editor and publisher of the National-Bulletin, Quincy, California, is nothing if not original. After putting through the campaign providing for an automobile route over the mountains against all sorts of opposition he turned his hand to entertainment for his readers.

George C. Secour

In keeping with his policy of at all times doing something to keep the people of Plumas county together for the benefit of all, he has arranged to be host at a series of dances through the summer at Indian Falls Lodge. Entertainment is provided without charge. The music is furnished by an orchestra composed of some of the best musicians in the Bay cities.

Mr. Secour conducts one of the best small town papers in California. He devotes considerable space to exploiting news of the Indian Valley, Portola and the Sierra Valley. He always takes a pronounced stand on matters of public interest, fighting always on the side of right. He has been signally successful and is producing one of the cleanest papers, as well as the best edited we have had the good fortune to inspect.

ASSOCIATION ACTIVITIES

Credit Where Credit Is Due

BY H. C. HOTALING

A SIGNIFICANT statement was made at the recent meeting of the National Editorial Association at Missoula, Mont., by W. H. Beall of the *Arga-Gazette,* West Union, Iowa. In discussing the topic of building up the N. E. A., Mr. Beall said, "I wonder if we give the N. E. A. full credit for the service it has performed", adding, "We are apt to see the value of things that touch us closely yet remote causes affect us very strongly but we don't notice it." The writer also wonders whether the craft as a whole realize what has been accomplished in their behalf by the National Editorial Association. He knows that the average publisher takes things for granted not stopping to consider the necessity or importance of organized effort, when, as a matter of fact, things do not just happen, there must be a starter. The automobile would stand still if some one did not give the crank a turn or if some one did not place his foot upon the starter. There must be a spark to ignite the gasoline, then there must be a proper mixture of air and oil to bring about combustion and power.

Likewise in the newspaper field there is necessity for not only the starter but the proper representation of newspaper workers to insure strength and power. These will come when the newspapers of the country reach that point in organization methods that they are willing to stand together, stick together and give credit for the work accomplished. Publishers are prone to forget easily but it does not take any great stretch of memory to recall the paper famine days of two years ago when, but for the activities of the N. E. A. out of whose membership the Publishers' Buying Corporation was organized, many newspapers would of necessity have been compelled to suspend publication; others would have been crippled financially. The same force is even today having a decided effect in holding down the price of print paper.

Again in postal legislation it was the N. E. A. that guarded the interests of the publishers at Washington. When it was sought to place a five per cent duty on chemical wood pulp the Association sounded the tocsin that convinced representatives at the nation's capitol that such an additional burden was unfair to the newspaper industry. New problems are continually presenting themselves and the N. E. A. officers, co-operating with other newspaper organizations, are doing all they can to foster, protect and promote the interests of the craft, even though the organization is not given the full credit to which it is entitled for its efforts.

Two years ago last March a movement was under way at the meeting of the Farm Bureau Federation in Chicago looking forward to the establishment of a Farm Bureau publication in every county in the United States. The fallacy of such a movement was pointed out to the leaders of the Farm Bureau by the N. E. A. with the result that the idea was dropped. The Nonpartisan League tried out the plan in North Dakota and Minnesota with heavy financial losses to the farmers interested, and what was more important a straining of the friendship of the rural press which has ever been the friend of every honest movement for the good of the agricultural class.

Besides these lines of activities, many more are under consideration by the N. E. A., among them a plan for relief from the oppressive prices now being exacted for half tone cuts. It is hoped to affect a saving in this direction of from forty to fifty per cent to members of the Association. Investigations are being made to see if some plan cannot be brought about whereby more foreign advertising will be developed for the rural daily and weekly press. Then there is an effort to bring about the standardization of sizes, not only of newspapers but of catalogs and booklets, in order to affect a saving of paper. This is an extremely important matter as our supply of raw material for paper making is being fast depleted. Unless conservation is followed, publishers will find themselves facing prices so high as to perhaps restrict the use of printing.

And finally let me mention briefly the free publicity graft. The agencies for working the press were never so highly organized as they are today. Hundreds of high salaried men are engaged in preparing enticing matter to place upon the editorial desk in the hopes that it will finally reach the printed page, and much of it does. This scheme for securing advertising without paying for it is growing rapidly and, unless checked, will materially reduce the amount of paid advertising space used. The N. E. A. is continually showing up these schemes and in doing so is hastening the day of more paid advertising for the general press.

All these efforts are worthy of endorsement by the publishers of America and the only credit desired is the individual membership of every publisher whether it be of the large daily or the most obscure country weekly. That all have common interests has been recognized by the largest publishers in the land and the building up and advancement of the National Editorial Association can only be accomplished by such general pulling together. The organization is no experiment; it is in its 38th year and is going forward as never before. In fact, the day is not far distant when instead of seeking members, publishers will be knocking at its doors asking for permission to enter within its portals. That day can be hastened by publishers coming into the fold now when backing is needed. During the past year over 600 publishers added their strength and a thousand more is the goal now aimed at. Whether they will be forthcoming or not depends entirely upon whether the things the N. E. A. has done, is doing and is trying to do, are worthy of endorsement. If they are meritorious, the publishers can be express their approval by sending in their membership; that is the way to step on the starter. Let's go! What do you say?

Wallace Odell on Press Associations

Anent benefits accruing from membership in and attendance at press association conventions, Wallace Odell, president of the New York Press association, and one of the live, prosperous publishers of the state, says in a recent announcement to the association members:

"Five years ago this June we met at Ithaca, N. Y. Our good friend, Frank Gannett, was president then, and I well remember the invitations that were sent out to "Come to Ithaca." They were so darn appealing that I went. I wanted to show that advertising paid. Before that I did not think I could afford the time or money. That meeting opened an entirely new vision to me and it made for me some of the best friends I ever had in the world. Money could not buy what the New York Press Association has done for me.

"Now, I'm not a bit different from you. I'm simply one editor of about 600 in the State. I was tied to my desk. I wasn't over proud of my bank account. I just thought I couldn't afford the expense, but I went. The experience I gained has been worth thousands of dollars to me.

"I never attend a convention but I learn something. The other fellow, even if he is the editor of the smallest paper in the State, has something to tell me. It's a wonderful exchange of ideas that these conventions bring out. You come back to your desk with a renewed determination to go ahead. It gives you pep. It gives you thoughts. It makes you ambitious to have as big, and as good, a newspaper as the other fellow. You need not hitch your wagon to a star, but you certainly can picture a bigger and better paper for your town and work for it.

"And then the friendships you make. There are no better fellows in the world than a bunch of editors—that is, next to their good wives. At the conventions of the New York press they are like one big family."

North Dakota Press Association

Real constructive work was the result of the summer meeting of the North Dakota Press association at Devil's Lake. The outstanding feature of the meeting was the earnestness with which various state officials and those interested in the welfare of North Dakota put forth a plea to bring the state more favorably before the public in general. This involves a campaign for eliminating illiteracy; to bring about a greater use of lignite coal; to build up a more wholesome respect for law; to continue the trend toward diversified farming; to exert every effort to stamp out radicalism, and to enlist all publishers to become members of the state association.

It was decided to re-establish the mid-winter meeting. The next session will be held at Minot.

Resolutions advocating change in the printing laws of North Dakota, petitioning the federal government for help in reclamation and projects were adopted.

G. H. Stewart of the Wilton News was elected president; Edward Sullivan of the New Salem Journal, first vice president; Julius Bacon of Grand Fords, second vice president; George P. Collins of the Foster County Independent, Carrington, third vice president, and Earl H. Tostivin of the Mandon Pioneer, secretary and treasurer.

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Missouri Press Association

The Missouri Press Association has filed a petition with the circuit clerk asking to become a corporation for a duration of 50 years, reports the Columbia Missourian. The purpose of the organization, as set forth in the petition, is benevolent, educational and scientific. It was organized to promote literature, science, skill and culture in the profession of journalism.

Headquarters will be in Columbia. Any editor, publisher of a paper published not less frequently than weekly, and any editor and publisher of a magazine with not less than quarterly issues, may be active members. Any former member of the association, any employee of a paper or writer thereof or salesman of newspaper supplies is limited to associate membership. Associate members have the privileges of active membership except in voting and holding office. Honorary members will be chosen by a two-thirds majority vote of those present. Honorary members are elected for one year's membership. The annual dues will be $5 per paper of 1,000 circulation, with $1 additional for every 1,000 more circulation.

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Utah State Press Association

The Utah State Press Association will hold its annual summer outing convention this year at Richfield as guests of the business men of that city and the publishers of the papers in that vicinity, on September 3rd, 4th and 5th.

The program calls for a meeting and banquet on Sunday, September 3rd, a business meeting and a special entertainment for the ladies on Monday, the 4th, and a trip to Fish lake up in the mountains, on Tuesday, the 5th.

President Epperson and Secretary Porte report that an excellent program has been prepared and that practically every publisher in the state has signified his intention of being present.

California Weekly With New York Atmosphere

The illustration herewith shows Harry Hammond, editor and publisher of the Byron (Cal.) Times, holding a copy of his eighth annual booster edition, mention of which was made in our August issue. In the sixteen years that Mr. Hammond has published the Times, he has nursed its growth from nothing to a position of potentiality in the community and in his county. Mr. Hammond has not been content to confine his activities to Byron. He recognized the entire county as his field.

Harry Hammond

His booster edition was the best illustration of what enterprise can accomplish. The edition involved an expenditure of about $10,000, yet we are sure the advertising, which was of very large large volume, compensated Mr. Hammond handsomely for the effort put forth. Mr. Hammond is of pleasing personality. His sixteen years in the newspaper harness has not left any lines in his features. He is as energetic and hard working today as when he first launched the Times.

Mr. Hammond attributes his success to his belief in himself and in his community. Where public enterprise was concerned, or universal good to be achieved, he never wavered if by or through his efforts the end to be attained could be accomplished. He has worked hard and earnestly. His success therefore is not to be wondered at.

Western New York Press Association

One of the most successful summer outings ever enjoyed by the Western New York Publisher's association was held at Ontario Beach Park, Charlotte, Port of Rochester, July 22.

The program committee had been particularly active. Messrs. Du Bois, Miner, and Bussey surely must have been busy completing arrangements for the meeting. E. M. Perkins of Leroy, president of the association, also put a lot of steam behind the affair to make it a success. It is well known that the Western New York Publisher's association is the liveliest as well as the largest organization of its kind in the state.

Editor Eastman, of the Dairymen's League News, in the course of his short address, at the business session, ventured the opinion that the farmer and the publisher had much in common in many ways. He declared, also, that both were inclined to too much individualism and it was gatherings, such as the one then being held, that helped a whole lot to dispel this trait. Mr. Eastman added that ofttimes he thought the country newspaper publisher was one of the least appreciated of men, in spite of the immense power he wielded along real educational lines. He said he was a thorough believer in the country weekly, and never missed an opportunity to give them a boost in his publication. He concluded an interesting talk with a brief sketch of what the League was doing for the farmer, also regarding the advertising program of the League, which naturally interested many present.

W. B. Sanders of Nunda eulogized G. E. Marcellus, former publisher of the Leroy Gazette, and the real "Daddy" of the association. Mr. Marcellus has been making his home in Des Moines, Iowa, being connected with Ed. Meredith's Successful Farming. Mr. Sanders characterized Mr. Marcellus as being the pioneer "cash-in-advance" subscription champion. This fearless stand was taken 18 years ago.

After the business session the party took a sail and the remainder of the day was spent among the various amusements provided along the beach.

The next meeting will be held in October. The program committee consists of Guy Comfort of Perry; L. B. Tuttle of East Rochester, and F. M. C. Brown of the W. N. U. of Buffalo. They are already busy on the program for the fall meeting.

Says Medicine Ads Often Do Great Harm

That many newspaper publishers accept patent medicine advertisements without realizing the harm that some of the advertisements may do, was the opinion expressed by Dr. A. S. Loevenhart, professor of pharmacology at the University of Wisconsin, in an illustrated lecture given last week to summer session students.

"In some cases as in advertisement of remedies for serious diseases, the readers may be led to depend for cure upon worthless remedies that may even aggravate and hasten the progress of the disease. Many patent medicines advertised are harmless as well as worthless, and the user is at no inconvenience other than that he has wasted his money and valuable time in getting satisfactory treatment," he said.

"Self-drugging in serious medical conditions is obviously harmful.

"Financial reasons may lead some publishers to print patent medicine advertisements, and they feel that they can make their papers valuable to the community even though some objectionable advertising may be carried. But the misleading, and even untruthful statements made in some of the advertisements of the numerous patent cures and remedies do a great deal of harm.

"Editors should scan carefully all advertisements of remedies and cures before accepting them," Professor Loevenhart said, after showing a number of slides depicting graphically the harm which some of this type of advertising does.

Oregon State Editorial Association

Oregon Agricultural College at Corvallis held open house for the Oregon State Editorial association, July 21 to 23. Over 150 editors, accompanied by their wives, were in attendance. This was the largest meeting in the history of the organization.

The chief entertainment feature consisted of a trip on a special train to Newport Beach, where the editors and their families disported themselves right royally.

The chief business feature was the awarding of prizes in the rural news service contest conducted by the industrial news journalism department of the college for weekly newspapers for the state. The Newberg Graphic was awarded first prize. In making the awards the judges considered the quantity and percentage of rural news and also its news-value and treatment. The Dallas Observer and the Hood River Glacier were awarded second and third prizes.

The Sheridan Sun took first honors in the second class, in which were placed newspapers in towns of between 500 and 1,500 population. The Hubbard Enterprise was first in the third class, for towns under 500.

"The relation of the press to the government" was the subject of a talk by Roy Rogers, associate editor of the San Francisco Bulletin. The newspapers, in Mr. Rogers opinion, are trying to bring a clearer realization of conditions, politically and economically, to the people. Frank R. Jenkins, editor of the Eugene Register, spoke on the value of syndicate features.

Telling a story, giving statistics, quoting Shakespeare, calling somebody a liar, are four things that are expected of a speaker, according to Bert Moses, (the inimitable Bert), author of the "Sap and Salt" paragraphs.

The value of distributing a monthly magazine in connection with advertising in the newspaper was discussed by A. E. Voorhies of the Grants Pass Courier. An explanation of his system of caring for foreign advertising orders and plates, to obtain correct insertion was given by J. A. Davidson of the Portland Oregonian.

"Unless you want to make the biggest mistake of your life, unless you want to pull your prize bonehead, unless you want to lower the standard and quality of your paper shun giving free publicity," warned R. W. Sawyer of the Bend Bulletin.

That the radio will be an aid to the newspaper of tomorrow was the prediction of Lee Drake of the Astoria Budget, who pointed out that the newspaper was the only thing that doesn't have a press agent. George Turnbull, of the University of Oregon, emphasized the need of writing headlines properly in country papers. "Patting one another on the back" was the subject of a talk by M. D. Morgan of the Harrisburg Bulletin.

"Oregon will never create an obnoxious law without your consent," N. J. Levinson of the Portland Telegram, told the editors. "You should work to bring about such amendments that will prevent a man from changing his party on the eve of election."

A unanimous vote was given to a resolution indicating the refusal of Oregon editors to be dragged into religious entanglements, and denouncing and condemning any effort of any party, sect or organization to inject religious issues into Oregon politics as un-American and inimical to the welfare of the people of the state.

Elbert Bede, editor of the Cottage Grove Sentinel, was re-elected president of the association, and Thomas D. Potwin, of the Albany Herald, was chosen vice-president. Hal E. Ross, of the Oregon City Enterprise, was re-elected secretary. The board of directors includes Clyde McKay of the Bend Press, Joe Thomisen of the Hood River Glacier, and Bert Bates of the Roseburg News-Review.

Mighty Successful, Too

In its column, "With Wisconsin Editors," the Milwaukee Journal says that Clara A. Bloom, who enjoys the proud distinction of being the only woman editorial writer on the state press, types an interesting birthday message on the occasion of the forty-first anniversary of The Daily News and The Times of Neenah and Menasha, the bright-spot twin cities of the busy and beautiful Fox river valley.

"The actuating, impelling and sustaining ideal of the newspaper fraternity generally is service to the community," says Miss Bloom. "This has been the standard we have set for ourselves and toward which we have striven with greater or less success through the years. Such service has brought rich experience. The bitter and the sweet have been mingled; criticism and commendation have fallen to our lot; there has been struggle that has strengthened and a measure of success that is gratifying.

"Best of all that the years have brought us, we believe, is the friendship and confidence of the public which give us the courage to continue along the path we have chosen."

Northwestern North Dakota Press Association

The annual summer frolic of the Northwestern Dakota Press association was a feature of the week of August 7, at Williston. Organized at Minot early this year, the association has done well, and though the attendance at Williston was small, the enthusiasm more than made up for this deficiency.

Featured in the addresses were talks on community development, improvement of highways, and matters touching on immigration. Resolutions were passed recommending that the state association lend prompt and cordial influence to the passage of a law at the earliest possible moment that will remedy disparity in legal publication work.

An old time chicken dinner with all the trimmings was a feature. "The Nut S—Quad," a facetious daily, was issued for the one-day convention. It was brimful of fun and contained much information about the organization. T. C. Hutchinson was the managing editor; N. W. Toresley, society and sport editor (can you imagine the two combined in one?); Einer Burge, radio editor. While these folks comprised the editorial staff, no one has been found who is responsible for the fathering of the publication.

Connecticut Editorial Association

(By Special Correspondent)

One hundred and fifty members and guests of the Connecticut Editorial Association were served a dinner composed entirely of products grown or manufactured in the Nutmeg state on July 29, when the editors were guests of the Connecticut Agricultural College at Storrs, Conn.

Attractive menu cards at the dinner contained greetings from C. L. Beach, President of the College and O. S. Freeman, President of the Connecticut Editorial Association. Under "Where the Food Came From", Walter Stemmens, college editor and chairman of the dinner committee, accounted for every particle of food which was served. Salt came from the depths of Long Island Sound, being distilled from the sea water and purified in the chemical laboratories of the college; baking powder was manufacturer in the Experiment laboratory at New Haven, Conn.; tobacco for the cigars came from the famous tobacco fields of Connecticut, and the coffee was blended from the roasted grains of Connecticut cereals. Other items on the menu were obtained from equally interesting sources, some times with considerable difficulty. "The purpose of the dinner is to stimulate pride in Connecticut Agriculture, said President C. L. Beach. "Connecticut is an industrial State but agriculture is, of necessity, the basic industry of any civilization. There are no better farmers in America than some of these Connecticut Yankees. We believe there are no better editors than our guests today."

After the dinner, the editors witnessed an exhibition of a few of the prize animals in the college herds.

One of the features of the conference was the weekly newspaper contest, the first ever held in Connecticut. There were five classes in the contest: Class One, Best Weekly Newspaper; Class Two, Best Front Page; Class Three, Best Editorial; Class Four, Best Home Set Advertisement; Class Five, Best Newspaper Letterhead. Twenty-one Connecticut newspapers were entered in each of these five classes and were judged by M. V. Atwood of Cornell University. The two newspapers of Greenwich, Conn. carried off the greatest number of ribbons, winning five ribbons between them. The New Canaan Advertiser won first prize as the best weekly newspaper in Connecticut.

Six new members were admitted to the Association in the meeting after the contest, and in invitation to spend a day at a Connecticut shore resort was accepted.

Many of the editors and their guests spent the night at the college and visited points of interest on the college campus on the following day.

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The La Salle, Ill., Daily Post, recently acquired by Marshall & MacLean, have greatly added to their facilities by the installation of two new Intertypes. Messrs. Marshall & MacLean evidently have great confidence in the future of this territory and are equipping their plant for real business.

E. B. Tabor, for more than twenty years at the helm of the Earlville Leader, and well known in Central Illinois editorial circles, has installed a Model C Intertype, with electric pot, split top magazines, and other extra equipment.

Northern Minnesota Editorial Association

August 9 to 13 the Northern Minnesota editors gathered for their summer meeting at Park Rapids, where they combined the pleasures of camp life with those of a social nature in what proved to be one of the most pleasurable meetings of the association.

Addresses were delivered by notables of Park Rapids in addition to talks given by prominent members of the press.

One of the enjoyable features of the outing were the Indian dances arranged by Indians from the Ponsfrod reservation. Camps had been pitched by the Minnesota National Guard and everything was prepared for the convenience and comfort of the visitors. Music by the third regiment band was enjoyed during the outing. A game of barnyard golf, in which many of the editors displayed real prowess at pitching horseshoes, was also enjoyed.

On Friday afternoon visitors were banqueted by the Bemidji commercial association, during which the boys' band rendered a splendid musical program. On Saturday the supply men distanced the editors in a game of kitten ball by a score of 17 to 7.

"Doc" A. G. Rutledge, secretary of the association, broke all sorts of records in handling the crowd and making things comfortable for the visitors at their camp at Itasca Lake, which is really 26 miles from the nearest base of supplies. The genial "Doc" came through with laurels.

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Indiana Editorial Association

Thursday and Friday August 17 and 18 over two hundred Indiana newspaper men accompanied by their wives and families gathered at Madison, the oldest town of commercial importance in the Hoosier state, for its summer meeting.

The meeting was graced by the presence of Gov. McCray of Indiana and Congressmen Madden and Benhan, A. J. Beverage, candidate for U. S. Senator, Mayor Shank of Indianapolis and Sergt. Samuel Woodfil, characterized as the greatest hero of the American army. The visiting dignitaries devoted a great deal of time discussing political issues. Some of the visitors were inclined to the belief that the business session was more in the nature of a political gathering, yet they were all glad to hear the principals of the various candidates expounded.

It being the summer meeting very little business except of a routine nature was transacted.

The entertainment features consisted of an auto trip to Clifty Inn and a luncheon in the state park. Editors and their families also participated in an excursion up the Ohio river as far as Carrollton, returning to Madison in time for a band concert and rally in the evening.

The Indiana scribes and families enjoyed every feature immensely. The association is in flourishing condition and is making real progress. J. W. Pierce, of Clinton, is president of the association. Under his guidance real progress is being made.

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The Bloomington, Ill., Daily Pantagraph recently installed a Model B Intertype.

✲

The Guyman Printing Company, Springfield, Ill., recently installed a Model C Intertype.

Printing Ranks Seventh

That printing has become a more profitable business in the last ten years is demonstrated by comparing census reports, which show great increases in totals, although relatively lower rank. The printing business ranks thirtieth with a total value of product in 1919 of $600,503,000. The publishing business is seventeenth among the forty leading industries of the country with a total of $892,415,000. Combined, the publishing and printing business ranks seventh, showing increases as follows:

1909—Printing, $250,926,000; publishing, $406,090,000; total, $657,016,000.

1914—Printing, $307,311,000; publishing, $495,906,000; total, $803,217,000.

1919—Printing, $600,503,000; publishing, $892,415,000; total, $1,492,918,000.

It's Co-operation That Wins!

Out in Minnesota, the State Press Club is making a big drive to get new members. The slogan is, "Every member get one new member." That's the spirit. Some weeks ago I wrote a letter to one editor in every county and asked him to put his county up to the 100 per cent mark in the membership of the N. Y. Press Association. I'm sorry to say that the results haven't been what I would wish, but I know the members tried. But did they try hard enough? Let's get in that other member. The State Press will be worth many times the dues to him. The State Press is going to be more valuable in the future. Every business realizes the value of co-operation and working together. The newspaper business needs the same tonic. Go after that other member, brother, and bring him into the fold. Brother Vair is waiting to send receipts out in the next mail. Come on, let's go!

Lancaster County (Pa.) Publishers

At the meeting of the Lancaster County Publishers Association held in Lancaster, Pa. August 14, among the various items claiming attention was the adoption of resolutions urging the value of stricter law enforcement and the discontinuance of free publicity of money-making events, as follows:

Resolved, It is the belief of the Lancaster County Publishers' Association that the practice of some newspapers of this county giving publicity to notices of lawn fetes, festivals, carnivals and the like, for which said newspapers do not receive any pay for printing or for advertising said money-making events, is injurious to other publishers and not in accord with present day newspaper ethics, and should be discontinued.

Resolved, That this County Publishers' Association, realizing the need for greater respect for law, urges its members to emphasize the value of a stricter enforcement of the prohibition law and all other laws of our land.

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The Government Printing Office, Washington, D. C., recently purchased 100 fonts of Intertype matrices.

Wisconsin Press Association

A determination to become thoroughly acquainted with the beauties of their home state, members of the Wisconsin Press Association and their families, making in all an entourage of 160 people, participated in an automobile trip through southern Wisconsin during the first week of August. There are few sections of any state that are so prolific of scenery, so worthwhile as that in southern Wisconsin, chief of which are the dells of the Wisconsin River, which are said to rival many of the scenes in the grand canyon of the Colorado.

The party attended a reception and were royally entertained at Kilbourn by J. E. Jones, who may be designated as dean of Wisconsin newspaper men.

The party stopped at Devils Lake, Baraboo, Reedsburg, LaCrosse, Viroqua, Westby, Prairie du Chien and other cities. At each place local reception committees made the entourage and entertained them in one way or another. The party had a grand round-up at Madison on August 7th. Here the annual summer business session was held.

Next year's tour is planned to take in the famous Door County cherry region, which will be a project for some time during the month of July during the cherry picking season.

Every member of the tour had an enjoyable time. A number of highway editors joined the party at Prairie du Chien and participated in the balance of the tour.

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Journalism Students Open New Clubhouse

A Journalism House for men students is just being opened by an organization of men students in the Course in Journalism of the University of Wisconsin, ready for occupancy in the fall.

After watching the success of the Journalism House boarding and rooming club which women journalism students opened a year or so ago, about 25 men students banded together into a club, called Delta Pi Delta, to open a similar establishment for men journalism students. They organized last spring, purchased a rooming house at 501 N. Henry street, and will move into it in September.

As many of the journalism students are active on the staff of the Daily Cardinal and other student publications and have a community of interest in their university work, they find it of great advantage to room and board together.

The new men's club is not associated with Sigma Delta Chi, national journalistic society, but many of its members belong to both organizations.

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Nisley & Liser, publishers of the Mendota, Ill., Reporter, have placed an order for an Intertype. The Reporter is one of the best weekly papers in North Central Illinois, and this new equipment will greatly facilitate their work.

✲

C. C. Willings, vice-president in charge of sales for the Intertype Corporation, announces that during the six months from January to June this year the Corporation's business has been greater than during any previous entire year.

✲

The Brown Printing Company of Peoria, Ill., has installed an Intertype.

South Dakota Community Service Contest

J. F. Halladay, for the past two decades secretary of the South Dakota Press association and publisher of the Iroquois *Chief,* was awarded first place and the silver loving cup in the first annual Community Service contest, open to all South Dakota country weeklies. Carmon L. Bates of the Oneida Watchman was awarded second place and E. H. Warren of the Queen City Mail, Spearfish, third place.

The basis of award was the initiation or accomplishment during 1921 by the editor, through his newspaper, of the greatest public service for the people of his community, county or state. A silver loving cup donated by the Publishers' Autocaster Service company of New York was offered as first prize. Thirty newspapers were nominated.

The Iroquois *Chief* proposed and pushed monthly bargain days which resulted in great benefit to the town, devoted much space to working up sentiment for free graveling of Iroquois streets, inducing farmers to aid, which proved a great success and attracted attention all over the state; persistently boosted good roads and upheld county and state authorities in pushing this work; aided city authorities by backing them in progressive and needed improvements such as a sewer system, extension of water system and purchase of additional fire equipment; was instrumental in getting high grade chautauqua; devoted regular weekly departments to city schools, churches and farming interests; fearless in dealing with public matters and benefitted home locality by constructive criticism as well as by support of all laudable measure; editorially stood for the best interests of the town, county, state and nation, and took active interest in all measures and questions affecting public welfare; published a clean paper—one that every member of the family, including children of all ages, could safely read; and gave Iroquois and vicinity valuable advertising because the Chief is more widely quoted than any weekly paper in the state.

One of the reasons for the nomination of the Onida and Spearfish papers was the fact that they published much local agricultural news and were important factors in molding a strong sentiment for progressive methods in their respective communities.

"In the long run," said Dr. Doane Robinson, state historian and chairman of the committee of judges for this contest, "sound editorial policy does more for the permanent welfare of a community than any other single service, or perhaps than all other services combined. The editor who has won the confidence of his constituency by consistently advising a sane and healthy philosophy of life; of morality and personal and civic virtue, has rendered a service incalculable in value."

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South Dakota Press Association

Vermillion entertained the meeting of the summer session of the South Dakota Press association, August 10 and 11, it being the first time a press convention was held in this city. That the town appreciated this honor was evidenced by the fact that almost the entire city turned out in honor of the occasion. The business sessions were held in East and Dakota halls of the University of South Dakota where the visitors were also quartered during their stay in the city.

Addresses at the business sessions were made by Donald MacKay, of Pierre, correspondent of the A. P., followed by Henry S. Volkmar, of the Milbank Review, who discussed early days of the association. Mr. Volkmar is now a resident of Seattle, Wash. E. C. DeVaney spoke on "Boosting and Its Results." His address was well received and elicited a round of applause at its conclusion. "Have Special Editions Any Real Value to the Publisher?" was the topic discussed by Dean C. Trippler, of the Canova Herald. The consensus of opinion was in the affirmative.

Dean Walter Williams, of the University of Missouri School of Journalism and president of the World Press Congress, was the principal speaker, choosing for his subject "Some Obligations of Journalism." It was a masterful address, handled in the inimitable manner such as only speakers of the type of Professor Williams command.

Over 200 attended the banquet in the evening. Dr. Craig Thoms was a worthy toastmaster. Mayor Thompson of Vermillion welcomed the editors. Other prominent speakers appeared on the program.

At the Friday session Miss Mildred Yule, daughter of E. B. Yule, the illustrious editor of the Alexandria Herald, spoke from the student's viewpoint on "Journalism." Miss Yule will be assistant editor at State College this year. Her address was well received. She was followed by Paul W. Keiser, who spoke on "Some Observations on Rural Journalism," and V. W. Pratt of the Elkton Record, who discussed "What Shall the Editor Contribute to Community Service?" Many other interesting talks were given.

The irrepressible J. P. O'Furey, president of the Nebraska Press association and president of the Interstate Press association of Iowa, and South Dakota, also had a splendid talk. All in all the meeting was one of the most successful ever held by the South Dakota association.

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Florida Press Association

Haines City was swooped down upon by the members of the Polk County Press association, a branch of the Florida Press, in its summer meeting. Members were guests of M. J. Lee, editor of the Haines City Herald and secretary of the association.

A splendid chicken dinner was served at Groveland inn.

After dinner, Veranda speeches were given, L. W. Bloom of the Lakeland Star having for his subject "The Business Outlook," while the topic of "Collections" was handled by J. G. Gallemore of the Polk County Record, and "The Franklin Price List," by R. B. Childs.

Harry Brown of the Lakeland Telegram assisted in the discussion of different questions discussed.

The next meeting of the association will be held in September at the Record office in Bartow.

"What the Association Can Do to Make Itself Useful to the Members" was led by President Childs and J. E. Worthington of the Lake Wales Highlander, opened the discussion of "Home Town Paper Week."

Southeastern Nebraska

The uniform card question, as adopted by the National Editorial association, will be the chief topic taken up by the Southeastern Nebraska Press club at its meeting August 21, at Stella.

Political advertising, with particular reference to space grafting, will also come in for a good grilling.

The social side of the gathering has not been overlooked and it is expected that a picnic lunch, for which members will bring their own provender, will start proceedings. The luncheon will be held on the veranda of the Stella Country club, which is well screened and cool on the hottest days. Later festivities are being planned now. The club can be reached by some of the best roads in the state.

Not only members of the club itself have been invited, but those from adjoining districts, who are known to share the same interests as those of the club.

The Stella Press family are all members of the Stella Country club, which is only about 13 miles from their home, and the invitation to enjoy the hospitality of the club comes from Miss Eunice Haskins, who is secretary and treasurer of the newspaper club, of which W. S. Norton of the Humboldt Standard is president and S. W. Thurber of the Tecumseh Chieftain is vice president.

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Federal Civil Service Examinations

Sept. 20 and Nov. 8 the United States Civil Service Commission will conduct examinations for vacancies in the bureau of engraving and printing. Vacancies exist for apprentice plate cleaners, apprentice siderographer engravers, apprentice picture engravers, and apprentice letter engravers. The salary will be $600 the first year, $700 the second year, $800 the third year, and $939 for the fourth year. At the end of the apprenticeship an insured salary of $1200 a year is paid, and promotion by successive grades to the maximum salary of $4800 a year for picture engravers ranging to $1800 for plate cleaners will be paid. Promotion depends upon ability and efficiency. A bonus of $20 a month will also be allowed.

Any of our readers desiring to take this examination may secure full information by addressing the United States Civil Service Commission, Washington, D. C.

✠

New Intertype Building in San Francisco

The Pacific Coast Branch of the Intertype Corporation is now located in its new building, at 560 Howard Street, San Francisco. This building, which is of concrete construction, was erected for the company and is thoroughly adapted in arrangement and available room to provide for its increasing business. There are two stories and a basement, the construction being massive and of great weight-bearing capacity. Nearly three times the space of the former quarters of the San Francisco Branch is provided in the new building. There is room for the storage of at least fifty Intertypes, besides an immense stock of parts and matrices. A feature of the building is the unusual abundance of outside light, which pours into the sales-rooms and offices from both back and front, so that no artificial light is necessary at any time during the day.

Department of Newspaper Criticisms

MANKATO (MINN.) BRETT QUALITY NEWS—One of the best arranged and most pleasing department store newspapers it has been our good fortune to criticise. Advertising is particularly well handled and way above the ordinary. Entire paper shows careful preparation, and a very creditable degree of craftsmanship in execution.

★

COLUMBIANA (OHIO) LEDGER—Cartoon on first page would appear to better advantage at the bottom. Greater degree of uniformity in writing display heads to make them more symmetrical is advisable. Cut-off rules and cross rules on first page are too heavy. Lighter parallel rules would be in order. Dashes below single heads could very well be eliminated. As now used it brings the head too far away from the news article. As good a newspaper as this should have a good editorial page. Classified ads on last page would more easily be divorced from news items if full width single cut-off rules were used. Cut-off rules between all your advertising are much too heavy. While the above may seem to be a large number of criticisms, they are really all small matters, which if corrected, would materially brighten up your paper.

★

LAKE CITY (MINN.) LEADER—Except for too great a mass of 36 point heads gathered at the top of the first page, and all caps for the second bank of single column and double column heads, you have a very creditable first page. Make-up is exceedingly good, and articles well broken up. The make-up of inside pages would be difficult to improve upon. Editorial page is particularly good. Typography of advertising is better than the ordinary, except that too many plain black rules are used for borders. More interest would be developed by using other than plain black rules. The Minnesota Legionnaire is also good from every angle of newspaper making, though the same applies to borders on ads as on the Leader. The tendency is to use a type that is too black in both these papers. Lighter face type for display would be more appropriate.

★

LUMBERTON (N. C.) ROBSONIAN—The multiplicity of cut-off rules underneath the head of the paper on the first page do not make for good appearance. We would suggest that you use only the two lighter faced ones, and eliminate the heavy face rules entirely, placing the ad line between the two light faced rules. The reading matter now between the two light faced rules can very easily be placed on the same line with the date. There should be at least a non-pareil slug between the last line to each head and the start of the reading matter. As now made up your news matter is too bunched. We believe you would benefit materially by using a different grade of news print. There is no body to the quality you now employ. The make-up is well handled; editorial page is particularly good; typography of advertising is creditable, though the booster lines placed between the display ads is not in good taste. Borders on the ads should be varied rather than to run so many with the same design.

Department of Newspaper Criticisms

Publishers and editors are invited to send to the National Printer-Journalist, Montgomery Building, Milwaukee, Wis., copies of their newspapers for constructive criticism. This department aims through intelligent, honest review to be helpful in improving the typography and general makeup.

OUR TOWN

Tennis Tournament Begins August 26th at Narberth

Brilliant Musician Coming to Narberth

The FIRESIDE

Freight Thief Shot In Narberth Battle

Narberth Plays Big Game with Ardmore Today

THE above is a reproduction of the first page of Our Town. In calling attention to the paper which we criticized in the previous issue Herbert Logan Clevenger, one of the editors says:

I warn you before you start that the staff is composed of literary lights of the East. And if you are not acquainted with them sufficiently to recognize their work, that is not my fault.

The little paper, however, holds quite a prominent position among eastern Pennsylvania publications, and I can vouch for its being read every week by all the editorial offices of dailies both Philadelphia and otherwise.

The paper is unique to say the least. If criticism were attempted, we would say that the type face, which is a very light modern is not at all meant for newspaper work. It has a tendency to fade away and the arched letters are so fine in line that it is very tiresome to read. From a unique standpoint it is perhaps not surpassed by any newspaper in the country.

★

LAWRENCEBURG (TENN.) DEMOCRAT—We doubt if a country newspaper ever made a friend by mimicking city press with a multiplicity of streamer heads, and your paper is too good in all other features to suffer from this indiscretion. The streamer head used in the metropolitan head is designed primarily to stimulate street sales. We know you do not cater to street business. Old style is in bad taste as a newspaper face. Since your department serves a country community where the light is not usually good, it would seem desirable to employ a modern face that is heavier and easier to read. Your paper is well made up and has a particularly good editorial page, and is quite meritorious in other features.

AMSTERDAM (N. Y.) EVENING RECORDER—Congratulate you on the 43rd anniversary of the Recorder. You are publishing a mighty good paper, both from the standpoint of appearance and news value. Would say that you can very well hope to continue for another 43 years, judging by the appearance of the paper and the business you are carrying.

★

PHOMASTON (CONN.) EXPRESS—A very good paper, well made up with excellent judgment used on heads. Salability of advertising space would perhaps be enhanced by injecting modern typographical ideas in their composition. You will be surprised how easy it is to set pleasing ads once you cultivate the habit of putting thought and effort into preparing them.

★

COLUMBIANA (OHIO) LEDGER—Heavy cut-off rules beneath heads on first page are all out of proportion to good taste. Suggest you set all 14 point heads in caps and lower case, and eliminate the 8 point bold face cap heads. Neighborhood Gossip head on page 5 appears more like a ghost from the past. More white space between type matter and border on display ads would improve their appearance.

★

DIXON (ILL.) TELEGRAPH—For a city the size of Dixon we would say that you publish an extraordinary paper. It compares very favorably with some of the best we have inspected. The first page is beyond reproach from the standpoint of make-up as well as head treatment. There is plenty of variety to make it interesting. Editorial page and features are mighty good, though we wonder if you aren't going too far in carrying a full page of cartoons on the back page, besides others displayed through the paper.

★

HAMILTON (ME.) TIMES—The painstaking in newspaper building is always reflected in results. The Times from the first to the last page has the earmarks of minute attention to detail. The great mass of news is splendidly handled. Pages are well made, particularly the first page. Editorial page is way above the average, and typography denotes real craftsmanship on the part of your compositors. We commend you for your enterprise and hazard the guess that you have one of the finest plants in the east.

★

TUSCOLA (ILL.) JOURNAL—An array of heads all the same size across the top of the first page is not only uninteresting but kills the balance of the page so far as attractiveness is concerned. If some of the shorter articles from the bottom of the page were placed on each illustration column at the top, and some of the larger heads brought to the bottom, it would make for real improvement. Editorial page is exceedingly good, though we think the material is a little bit to heavily leaded. Make-up generally is in good taste, except on page 5 it would be desirable to use a dash of some sort between each of the brief article happenings. As now made up this page is entirely dead.

Typography of advertising is good.

CHARLEVOIX (MICH.) COURIER—You have studied good newspaper making, because it is reflected in every page. Very pleasing first page on which the make-up is well handled and the head treatment is particularly good. Advertising is well handled.

★

MCLOUD (OKLAHOMA) MONITOR—There are some mighty good papers in Oklahoma. Without going into detail regarding your paper, we believe that you would benefit very much by inspecting some of them and employing newspaper building methods which they are using. One can benefit greatly by inspecting work of others and we believe you would be no exception.

★

BOONSBORO (MD.) TIMES—Think you will agree that mixing faces of 10 point of entirely different characteristics is not in good taste. Display advertising is much too heavy, making it repelling rather than inviting. Much of the display type is in bad taste, and could very well give way to modern faces. Recommend you get copy of the Wayne Nebraska Herald and make comparisons with yours.

★

WAYNE (NEB.) HERALD—If we were to hand the palm to any of the newspapers that come to our desk in the past few months there would be no hesitancy about awarding the prize to the Wayne Herald. From every angle of newspaper making yours is one of the best we have ever seen. There is artistry in display advertising that is very unusual. We wonder why it is that printers generally do not recognize that it is just as easy to build attractive advertising as the slipshod kind.

★

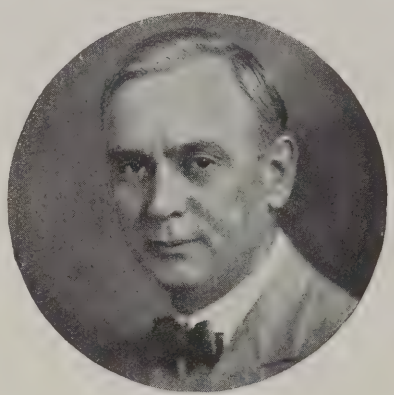
GORDON (NEB.) JOURNAL—Column of half idea working around cartoon on first page is a splendid one, so you would profit from the viewpoint of appearance by using larger heads on the balance of the news matter on this page. Strict attention to good appearance would make a big improvement in the Journal. Where good work is now being done it appears disadvantageously because of poor press work. Borders on ads all appear to be of the same design which does not give variety enough to each individual advertiser. A corner piece should be used so they will have the appearance of a finished job.

★

STORM LAKE (IOWA) REGISTER—One of the mistakes used in country newspaper work is that advertising space is usually filled with large type. Better and more pleasing results would be obtained by using smaller display and employing white space more generously. A two column ad could easily be set 20 picas wide where there is a small amount of material to fill the space. Your paper is well made up and appears to good advantage except as noted. All black rules around advertising leaves a rather depressing effect upon the reader, and you might very well benefit employing varied designs.

Intertype Appoints New Manager for Chicago Office

B. F. Chittick, for two years manager of the Intertype Corporation's Chicago office, resigned that position last month in order to take up his new work as special Intertype field representative in the Chicago territory.



B. F. Chittick

Mr. Chittick is succeeded by J. H. Palmer, who joined the Intertype forces some months ago as assistant to G. C. Willings, vice-president in charge of sales. Mr. Palmer, who was formerly with the General Motors corporation, is a sales executive of long experience. Having made an exhaustive study of the Intertype and the composing machine field, he takes over the Chicago Agency management with great confidence in the machine and its future in the Middle West.

J. H. Palmer

A dinner in honor of Messrs. Chittick and Palmer, given in Chicago by vice president Willings July 22, was attended by all representatives of the Chicago branch.

✻

Prints Bible Serially

Is printing the Bible a good newspaper feature? Will the average person read the Bible if published in this way?

After printing a weekly serial from the Bible for three months, Arthur J. Carruth, managing editor of the Topeka (Kan.) State Journal, declares that the publication of the Bible has proved to be the greatest success of any feature ever printed by the State Journal. Moreover, it is read by many subscribers as faithfully as would be the installments of a popular novel, Carruth states.

An Exceptionally Important Convention

More problems of vital interest to the printing industry are to be considered, discussed, accepted or rejected at the coming convention of the United Typothatae of America in Cleveland, October 16 to 20, than have come up at any previous convention during the last decade.

Not only momentous questions, but questions of administration and policy, of activities, finances and the general future program of this great printers' organization are to be acted upon.

As an adjunct of the business sessions, there will be each day one or more inspirational speakers, who are themselves worth going miles to hear. The spirit that will prevail is one of aspiration—to benefit individuals, to better the industry as a whole, and to promote a higher industrial life, thus aiding in the progress of civilazation itself.

There will be Round Table meetings after the regular sessions, where methods of education, a consideration of the long price list problem, and means to promote better printing among the membership, will be discussed. You will get information that will be useful in your daily business activities.

One evening will be devoted to a grand get together, purely social, where every member will have an opportunity of meeting every other one, and the general goodfeeling between members that is necessary to every worth while organization will be engendered.

By the certificate plan, railroad tickets may be secured at the price of one fare and a half for the round trip, but you must have a certificate to take advantage of this reduced fare.

✻

A. F. Stoiber Joins Department of Linotype Typography

Announcement is made by the Mergenthaler Linotype company, of the appointment of Arthur F. Stoiber as secretary of its Bureau of Education, Department of Linotype Typography.

For many years the makers of the Linotype have conducted schools of their own for the training of Linotype operators and machinists, and for several years have been actively co-operating with leading schools of journalism and other institutions giving Linotype instruction. Over half a million dollars' worth of Linotypes have been loaned to schools free of charge by the company, for the purpose of attracting to the industry the highest type of young American manhood.

In addition to co-operating with the company's schools in Brooklyn, Chicago, San Francisco and New Orleans, and with the instruction department maintained by Canadian Linotype, Limited, Toronto, the new secretary will co-operate with all other institutions giving Linotype instruction.

Mr. Stoiber is well qualified to carry on that important work. He is a graduate of Harvard University, and has been engaged in the printing business in various capacities since 1914. For some time he was purchasing agent for the Bartlett-Orr Press, New York City. He formerly was assistant superintendent of the Eastern Press of Rand McNally & Company, and has been associated with the Grolier Crafts Press of New York City in the capacity of production manager.

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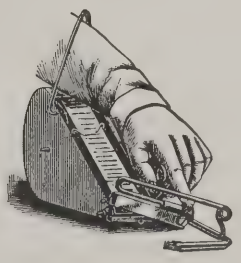

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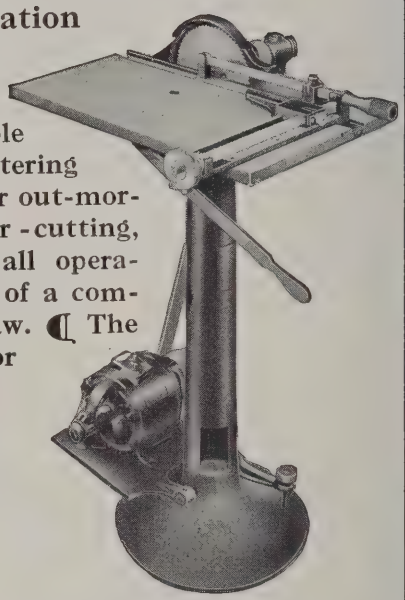

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in every issue of THE PRINTING ART monthly is a similar course of instruction by Robert Ruxton including illustrated criticism of current advertising. It is absolutely different in treatment and principle from anything ever published. The cost of this department alone is very heavy, yet subscribers get it without extra charge—for the subscription price of the magazine.

The Printing Art is a large, beautifully printed monthly magazine averaging 100 pages (9¼ x 12¼). Its full-page illustrations are selected from the entire field of commercial art.

The articles in THE PRINTING ART are intensely practical and interest advertisers, business men, printers, engravers—all who use advertising and who sell by printed words.

We know that THE PRINTING ART is a big value because literally hundreds of business men (unasked) have told us just that—but everyone may decide for himself without obligation. Simply note coupon and act.

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Gentlemen: Please send me THE PRINTING ART for one year, containing Mr. Ruxton's lessons on writing selling copy. You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly, upon condition that, if at the end of three months I am for any reason not perfectly satisfied, you are to refund the entire sum without question, and I am to keep the magazines without further obligation.

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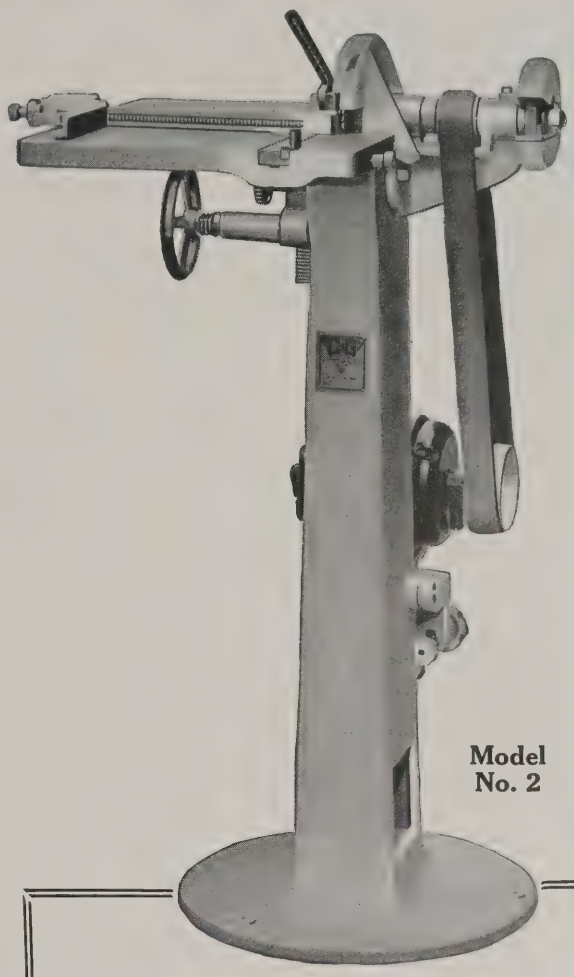

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The Most Useful Machine In Their Office

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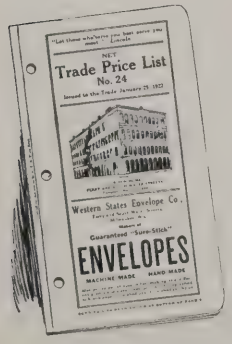

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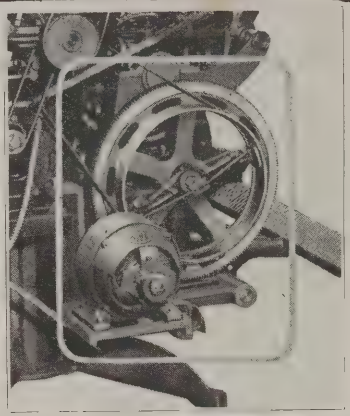

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FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

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Here is a market-place for everyone—a convenient, economical, result-bringing medium—that will sell equipment for you, secure help, aid you to a new position, if you are seeking one; being buyer and seller together.

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Competent executive possessing initiative and constructive ideas. Can write, lay-out and sell convincing copy. BOX R NATIONAL PRINTER-JOURNALIST.

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426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

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Megill's Patent

SPRING TONGUE GAUGE PINS

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

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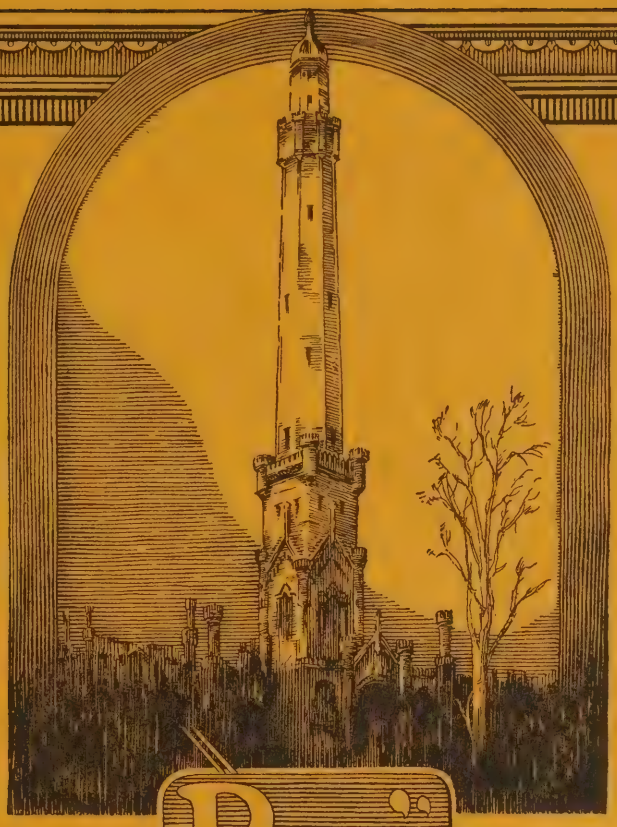

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—conspicuous marks varying in character reminiscent of an age or generation, defining a boundary, and early civic improvement, the abode of a pioneer — interesting to the stranger and edifying to posterity, but always an object of identification and direction.

Like a landmark, hallowed by time and dignified by a generation of service, the B. C. Co. mark has been a directing sign to the discriminating buyer, and today reflects the prestige which years of constructive endeavor lend.

BARNES-CROSBY COMPANY

E. W. HOUSER, PRES.

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PHOTO-ENGRAVING SHOPS

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TELEPHONE MAIN 2486

Far up in the Arctic Circle and deep in the jungles of Africa—on every frontier of civilization—you find the Linotype.

Under the most adverse conditions these machines give uninterrupted service because they were built without compromise. Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation.

The illustration shows an operator changing the lower magazine of a Model 8 Linotype, from the front, of course, because that is quicker and more convenient for the operator.

EXHIBITORS BOSTON GRAPHIC ARTS EXPOSITION

Composed entirely on the LINOTYPE

NATIONAL PRINTER JOURNALIST

OCTOBER, 1922 — Vol. 40, No. 10

THIRTY-NINTH YEAR

Published by
Trade Press Publishing Co.
Milwaukee, Wis.

Subscription Price
United States and Canada $2.00
Single Copies 20c

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A Monthly Magazine for Printers and Publishers

Chieftain Bond

Rag Content! What does this phrase mean to the average paper user? Nothing! What does it mean to the average printer? Little more than that the paper so described contains rags!

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Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

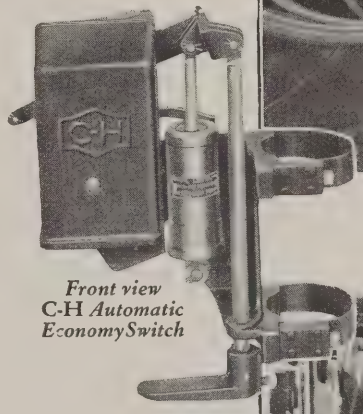
Note the Tear and Wear as Well as the Test

If He Remains Away Longer Than He Expected

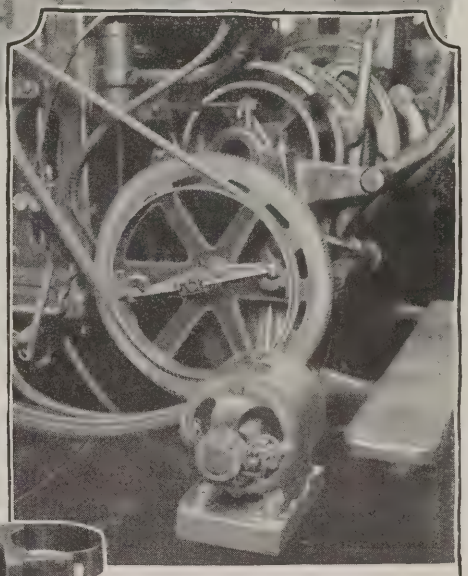
Will his linotype needlessly continue to consume current? Will the wear and tear of operating go on wastefully?

Equipped with C-H Motor-Drive and Automatic Economy Switch—you not only have a more satisfactory drive and easily maintained equipment—but

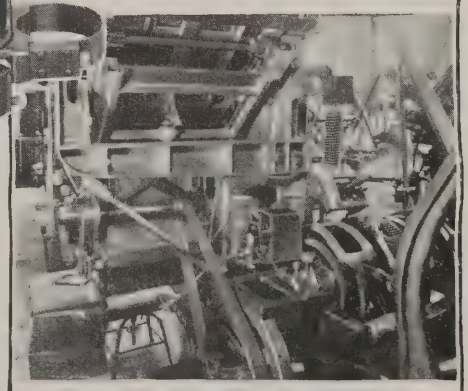
—the Economy Switch cuts off the current to motor and lamp in one minute—or two or three, according to the time-adjustment previously made. As much as 30 to 44 per cent saving of current in the machine room has resulted in some plants.



Front view C-H Automatic Economy Switch



C-H Linotype Motor Drive



Rear view of Linotype Machine. The C-H Automatic Economy Switch is shown near center of picture.

Our leaflet 3003 will be sent on request. The C-H Motor-Drive and Economy Switch may be installed on your present equipment or on new machines, either together or separately.

Write the C-H *office nearest you*

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The Ideal Press for the Big "Little" Paper

(Daily, Semi-Weekly or Weekly)

Prints 4-, 6-, or 8-page newspaper from roll paper and type forms. Always reliable and dependable —no web breaking.

The original single-acting press in a class by itself

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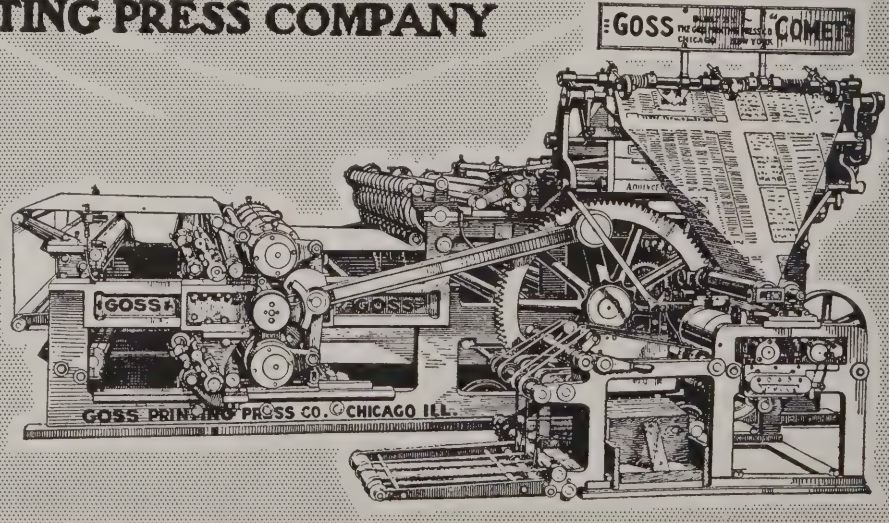
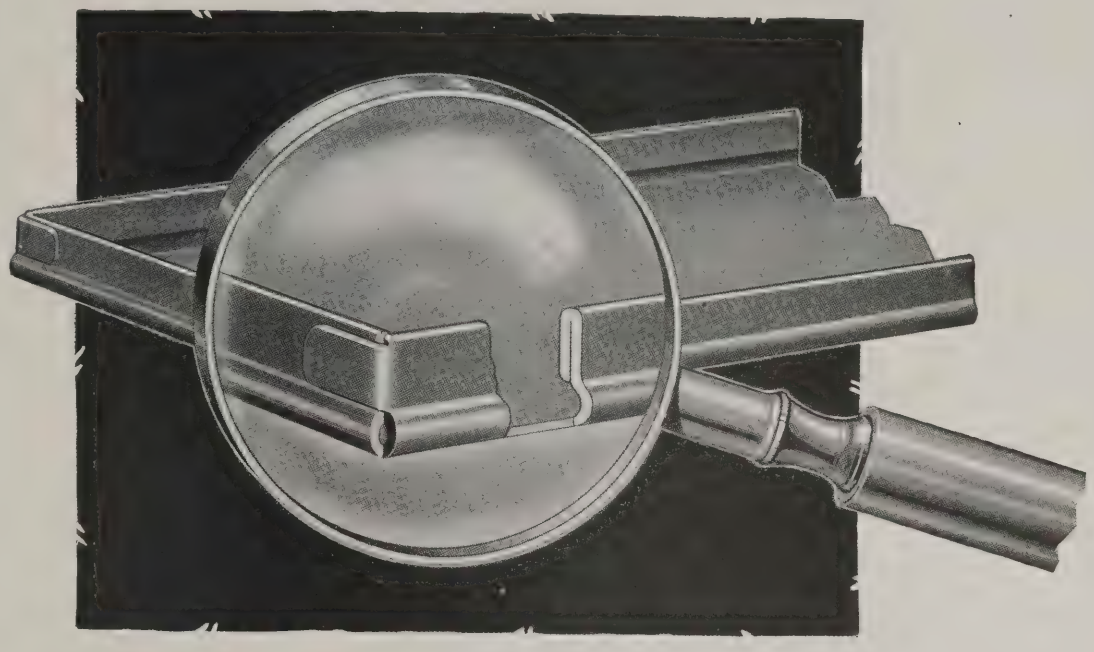


The New Hamilton Galley

(PATENT APPLIED FOR)



NEW? *Yes;* radically different from anything heretofore produced; the latest word in galley construction

The illustration presents a full-size corner detail, showing the double walls with rounded edges—features that insure unusual accuracy, strength and rigidity.

No expense has been spared to produce a galley commercially accurate and as nearly perfect as a discriminating trade requires. Made in one piece; electric welded corners; material specially prepared, perfectly smooth, of uniform quality and the best obtainable for the purpose. Elaborated dies in mammoth presses form the head and sides in double walls that provide practically double the strength of any other galley design, with top edges always round and smooth and galleys uniformly square, thereby insuring a finished product which may be used equally satisfactorily for storage or make-up—a real ALL-PURPOSE GALLEY—a BETTER Galley at no increase in price.

The Hamilton goods are designed and built by craftsmen with a technical knowledge acquired by almost fifty years continuous application to this line.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

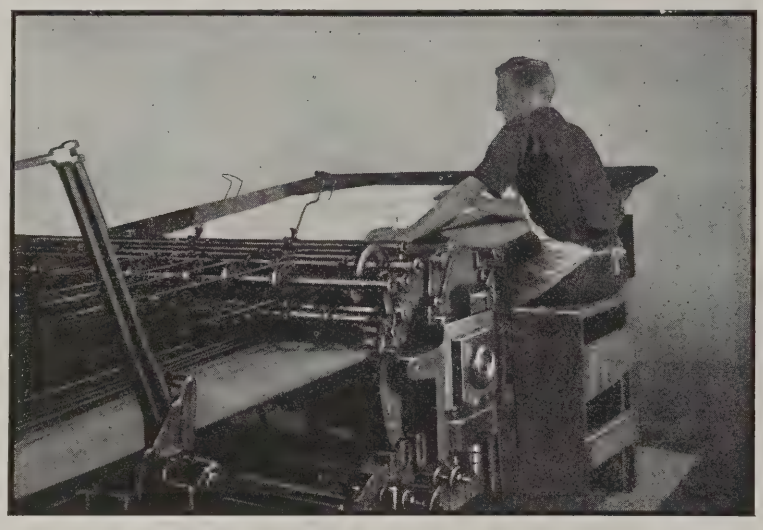
Eastern House. RAHWAY, N. J.

Hamilton Goods Are For Sale by All Prominent Type Founders and Dealers Everywhere

Almost Doubled Production

THIS Dexter Feeder is in every sense a highly satisfactory and profitable device. As an example of what has been accomplished by its use, production records on one class of work show that, 20,000 impressions are now an average day's product against 11,000 impressions when the press was fed by hand.

THE J. C. ELY PRINTING CO.
DAYTON, OHIO



Out of the Range of Hand Feeding

IN figures, we would say that operating 52" Miehle presses at a running speed of between 2100 and 2200 per hour, we produce an average of at least 1750 impressions per running hour with Cross Feeders.

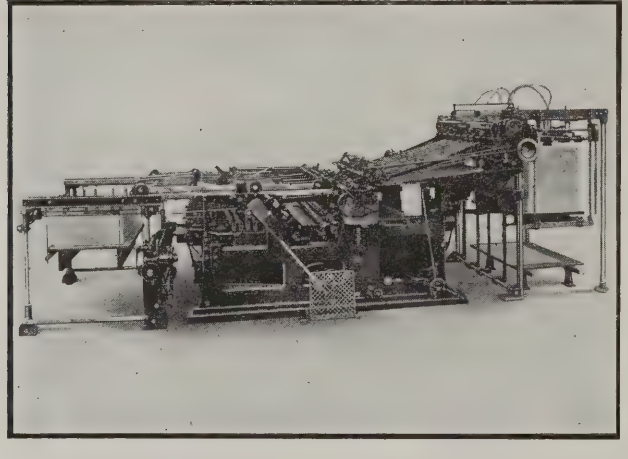
Such a result is of course entirely out of the range of hand feeding.

COLUMBIAN ART WORKS
MILWAUKEE, WIS.

An Iron Man Should Feed the Sheets

IT'S a long tiresome grind feeding sheets to a set of guides day in and day out. Your hand feeders will prove more profitable to you and be better satisfied if they are placed in charge of Automatic Feeders.

Comparative records from 38 plants show an average increase of 433 sheets per hour of Automatically fed presses over hand fed presses of the same size. Such specific proof of increased earning power is a factor that the printer who is still hand feeding his presses cannot afford to overlook.



Dexter Truck Loading Suction Pile Feeder

Cross Continuous Feeder

Two Standard Types of Automatic Feeders

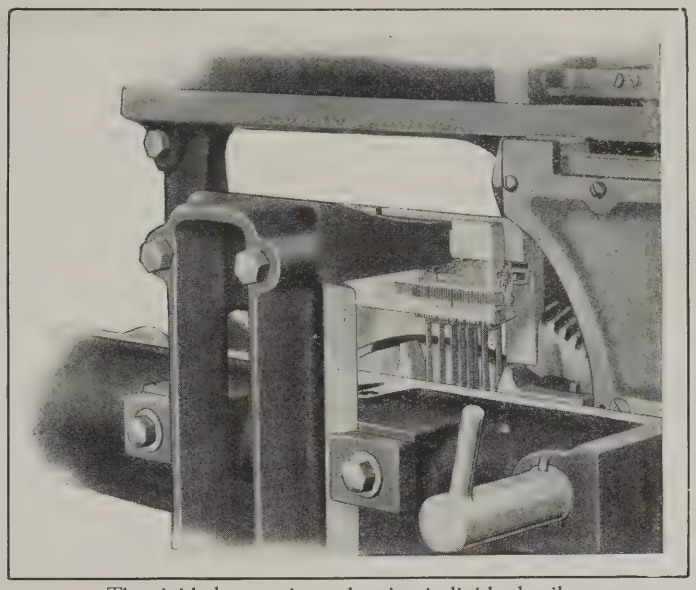
Each has its distinct Advantage. Every printer should know the specific merits of each type.

DEXTER FOLDER COMPANY, 28 West 23rd Street, New York

Folders, Cross Continuous, Dexter Suction and Dexter Combing Pile Feeders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

WHY LINOGRAPH SIMPLICITY MEANS EFFICIENCY



The rigid elevator jaws showing individual rail

Rigid Elevator Jaws

The elevator jaws are but a small part of a typesetting machine, *but the quality of the machine's product depends on their stability.* When LINOGRAPH elevator jaws were designed, perfection in simplicity and rigidness was the goal. In the endeavor to attain exceptional results in alignment, both on Roman and Bold Faces or Italic levels, the following results were achieved:

1. The matrix always rests on three points in the jaws.

2. Individual, solid rails for both levels—the transfer being made directly from the casting level.

3. Matrices are supported in the jaw by lower side of upper ears and upper side of lower ears.

4. No movable parts to wear or slip.

The result is obvious: The accurate alignment on both levels so essential to good printing is obtained; the transfer from elevator jaws is positive; recasting is simple; and matrices that have been in use several years can be used with new ones and the accurate alignment still maintained.

The elevator jaw is just another of the LINOGRAPH'S simplifications. Figure out how much this would save you and profit you — then investigate other such LINOGRAPH features.

Descriptive matter sent on request.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA

NOTE: THIS IS THE SECOND OF A SERIES OF ADVERTISEMENTS EXPLAINING HOW THE LINOGRAPH CAN BE THE SIMPLE EFFICIENT MACHINE THAT IT IS. OTHERS WILL FOLLOW.

COVERS
FOLDERS
LETTERHEADS
POSTERS
HANGERS

Our New Home

The announcement of our removal to new and larger quarters at 814 Winnebago street, Milwaukee, is of mutual significance and satisfaction to our patrons and ourselves.

To our business friends it means that, with a plant covering 5000 square feet of floor space and with added facilities here offered, they are assured of a still more complete standard of workmanship and service.

We, in turn, find satisfaction in the knowledge that we will be able to reach closer to our ideals of business co-operation.

These ideals include the desire to furnish the utmost in engraving craftsmanship—with skill—with intelligence—with speed consistent with good work—and with an understanding of your needs that permits us to work with you rather than for you.

Our steadily growing list of pleased patrons has necessitated the growth we have achieved.

PREMIER ENGRAVING CO.

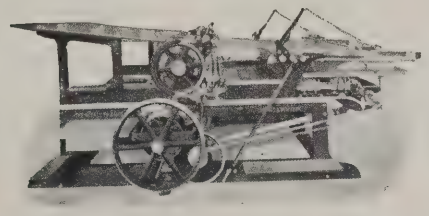
DESIGNERS ENGRAVERS

MILWAUKEE 814 WINNEBAGO STREET WISCONSIN

HALFTONES
ZINC ETCHINGS
COLOR PLATES
EMBOSSING PLATES
ELECTROTYPES

Johnsonized

We have at St. Paul, a very good stock of printing machinery that is thoroughly remanufactured and guaranteed for all practical purposes to be as good as new. JOHNSONIZED machinery, whether printing, binding or typesetting, carries an absolute guarantee against defective material or workmanship. The quoted prices include the services of a competent mechanic to superintend the placing and erecting in your office, and includes the instructing in the operating and proper care of the machines. It also includes all standard equipment that goes with new machines of similar styles. We try to eliminate all of the worries of the new installation from the customers shoulders by applying our own specialized knowledge and experience in a practical way.



One No. 1 Miehle, Bed 39 x 53, fly delivery, modern highest grade job and book press.....$3700.00
One Century two revolution, Bed 36 x 48, four form rollers, gear distribution, front fly delivery, air springs, Miehle style bed motion, high speed, high grade $2700.00
One, two revolution Whitlock, Bed 34 x 47, four form rollers, front fly delivery.....$2600.00
One, two revolution Stonemetz, Bed 25 x 33, air springs, front fly delivery.....$1250.00
One, two revolution Pony Campbell, Bed 23 x 30, front fly delivery, impression trip.....$1000.00
One, two revolution Lee, Bed 25 x 38, air springs, front fly delivery. $1200.00
One, two revolution Swink, Bed 27 x 40, front fly delivery..$1650.00
One, two revolution Pony Century, Bed 25 x 31, front fly delivery... .....$1500.00
One, two revolution Whitlock, Bed 29 x 42, four form rollers, front sheet delivery.....$2200.00
One, two revolution Pony Century, front fly delivery, Bed 26 x 35.... .....$1700.00
One Babcock Standard Drum, Bed 27 x 38.....$1200.00
One Babcock Express Drum No. 3, Bed 24 x 31.....$1000.00

This is only a partial list of our stock. A complete list sent where requested. We also sell practically all of the new makes or printing and binding machinery, and supplies.

C. I. Johnson Manufacturing Co.,
St. Paul, Minn.

Chandler & Price, Challenge and Golding Products.
Morrison Perfection Wire Stitchers.
Laclede and Miller Saw Trimmers
Typesetting and Stereotyping Machinery.

SET IN GOUDY

OPERATORS *Like* BOSTONS

GO into the bindery equipped with several kinds of wire stitchers and you will find it is the BOSTONS that are *always* in operation, stitching high-grade catalogue and booklet work with fine wire—rapidly, exquisitely. Talk with the operators and they will tell you *why* the BOSTONS are favorites—*why* they prefer BOSTONS to all other stitchers. The foreman—without bias—always extols BOSTON merit, productivity and efficiency. *Let us show you.*

AMERICAN TYPE FOUNDERS COMPANY

General Selling Agent for Boston Wire Stitchers

SET IN MEMBERS OF THE GOUDY FAMILY SIX POINT BORDER NO. 205

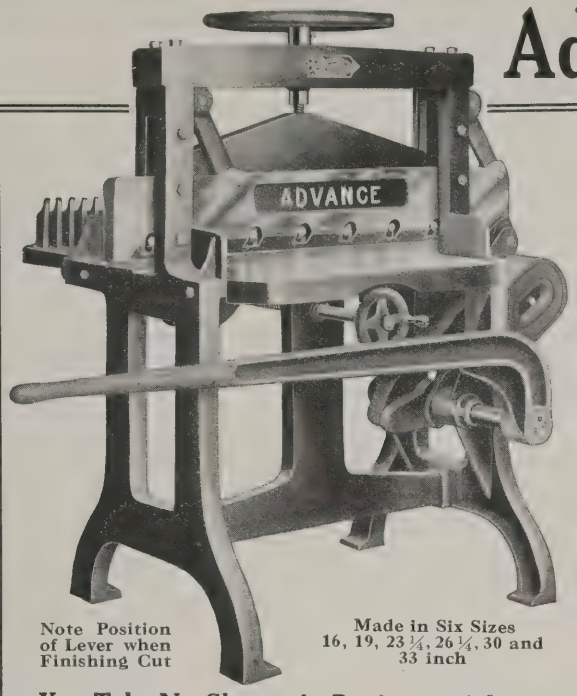
Pioneers

Men with vision and courage to follow their ideals. Thus we visualize the pioneers of business and the world of art.

Artists who combine business vision with artistic skill, to illustrate your message, and Engravers who make possible the universal appeal of the Artists' creations are at your service.

The Artcraft Engraving Co.
6th floor Enterprise Bldg.
Milwaukee, ~ ~ Wisconsin

Advance—the E-Z Cutter



Note Position of Lever when Finishing Cut

Made in Six Sizes 16, 19, 23¼, 26¼, 30 and 33 inch

You Take No Chance in Buying an Advance

Advance Cutters are Sold by All Dealers
Send for Illustrated Paper Cutter Catalog

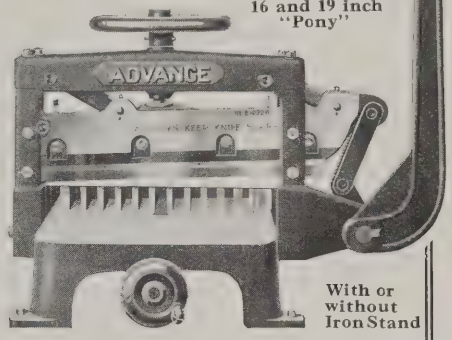
When You Cut Paper by Man Power Do it the Easiest and Best Way

Advance Lever Cutters

could not hold the lead and be commonly known for more than thirty years as the "Easy Cutters" if they did not fully merit it.

The Advance is "Easy Cutting" because the leverage is scientifically correct. It is "Accurate" always because of adjustable gibs in side-frames to take up all wear in knife-bar. The back-gauge is adjustable—square it with the knife and side-gauges in a minute. It is "Convenient" because of side-gauges on both sides, both front and back of knife, interlocking back-gauge for narrow cutting, quick-acting back-gauge and clamp, half-inch cutting sticks, etc.

16 and 19 inch "Pony"

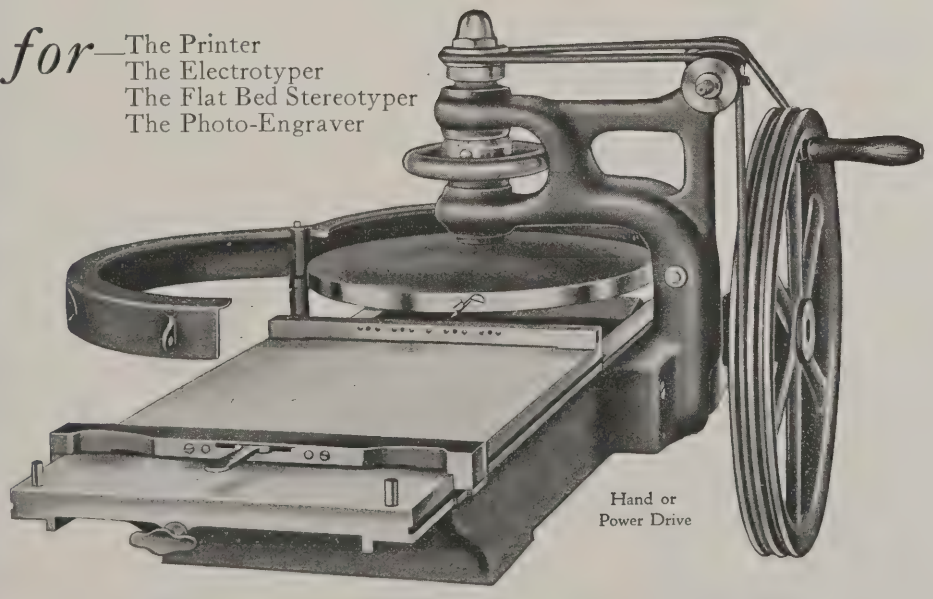


With or without Iron Stand

The Challenge Machinery Co., Grand Haven, Mich.
Chicago, 124 S. Wells St. New York, 461 Eighth Ave.

TYPE-HI DISC PLANER

for—The Printer
The Electrotyper
The Flat Bed Stereotyper
The Photo-Engraver



Hand or Power Drive

High, uneven, twisted and warped cuts are planed in a moment by this machine to a uniform level height.

Where the Type-Hi has been installed a saving in time of more than *seventy-five per cent* in leveling and "taking the rock out" of plates has been made possible.

PLANES METAL—PLANES WOOD

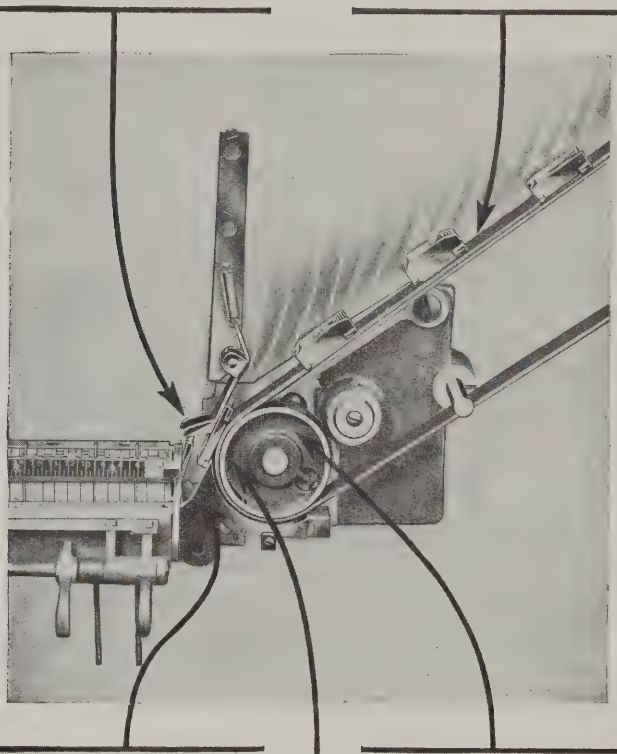
(Capacity 13½x20 Inches)

EXCLUSIVE EXPORT AGENTS—PARSONS TRADING COMPANY—NEW YORK—LONDON.

TYPE-HI CORPORATION Syracuse, New York, U. S. A.

10th Reason WHY the INTERTYPE *IS* "The *BETTER* Machine"

This is the tenth of a series of practical talks on Intertype features. More will follow. Watch for them!


Matrix is forced past chute spring by the belt—not by momentum and gravity.
Belt is 3/16" wider than formerly, insuring more positive delivery of matrices.
Bridge prevents matrices from getting back to star. Ample space for rapid assembly without clogging.
Small pulley in low position makes delivery belt steeper and increases speed of delivery.

Position of belt near assembling elevator, eliminating chute rails, provides positive delivery from belt to elevator, without dependence upon momentum and gravity.

New Positive Assembler

Another **Exclusively-Intertype** Feature

Line composing machine operators will find in the Intertype Positive Assembler an improvement they have wanted for years.

By bringing the delivery belt close to the assembling elevator, the new design eliminates chute rails. The chute spring is placed at the curve of the belt where it goes around the pulley and directs the matrices straight to the star wheel. Since the belt carries the matrices past the chute spring, delivery to the star wheel is positive.

The distance between the bridge and the assembling elevator is much greater than in the old design, so that all matrices, including the larger sizes, can be assembled at much greater speed without clogging. The positive and reduced diameter of the pulley increases the angle of the matrix delivery belt and thus accelerates the speed of the matrices. Larger matrices are pushed past the chute spring by the delivery belt as readily as small matrices.

Fast operators who have tested the Intertype Positive Assembler for several months state that it completely eliminates transpositions.

INTERTYPE CORPORATION

General Offices, 906 Terminal Building, BROOKLYN, N. Y.

5505 Rand McNally Building, CHICAGO
305 Glaslyn Building, MEMPHIS

565-G Howard Street, SAN FRANCISCO
Canadian Agents, Toronto Type Foundry Co., Ltd.

British Branch, Intertype Limited, 15 Brittannia Street, King's Cross, London, W. C. 1

National Printer-Journalist

Vol. 40. MILWAUKEE, WISCONSIN, OCTOBER, 1922. No. 10

Fair Competition vs. Unfair Competition

THE Wichita (Kan.) Typothetæ, in a peppery weekly letter to its membership queries: "Did you ever consider that you or your salesman are practicing one or the other?—Fair competition or unfair competition—or sometimes both?"

Very recently we have heard of two cases where one shop tried to "spoil" a good customer for another through, what we might call, "unfair" competition.

Printer number one has a good customer, well satisfied with the work and leaves all work on an open price basis (the only real fair price to the customer and *the printer*). Printer number two comes along and tries to get some business from number one's customer by deliberately cutting 25 per cent off the book (losing his profit and *incurring a 5 per cent loss*). Number two "did not get in at that," but what he did was to force number one to lose some of his legitimate profit as he forced him to meet his (Number Two's) price part way. Thereby creating the impression that number one had been overcharging customer right along. Is this "fair competition?" No! Certainly not!

What would you think of a printer that, on entering a customer's place of business, would notice a lot of printing just received from another printer, and then ask this customer how much he paid and, upon being told the price, to state that *he* could have turned it out for much less. Just what woud *you* think.

Furthermore, the mere fact that you tell a prospective customer that you can produce a job for less than your competitor, if there is no fact in the statement, constitutes "unfair competition."

And again, the mentioning that your equipment is superior to your competitor's, if this statement is not true, is also "unfair." And so on and on.

Did you know that unfair methods are unlawful? If not, you had better look up rulings of the Federal Trade Commission of which we quote the following from Section 5, of the act which created that body:

"Unfair methods of competition in commerce are hereby declared unlawful.

"The Commission is hereby empowered and directed to prevent persons, partnerships or corporations from using unfair methods of competition in commerce."

The question naturally arises of when one is using unfair competitive methods.

Some years ago when Chief Justice Taft was President he made a speech at a Pittsburgh Chamber of Commerce dinner and a speaker who followed talked of government interference with business and said there could not be prosperity until it was clearly known what was legal and what was not. Mr. Taft took a few minutes to reply and in effect said: "You business men know when you are violating the law." Likewise do we know when we are practicing "unfair competition."

Mr. Walsh, former chief counsel of the Federal Trade Commission, in his article in The Nation's Business, February issue, covers this question fully and may be profitable for everyone to read. The gist of the foregoing is derived from this article.

Among various lines of business and business practice, Mr. Walsh cites "price cutting, which sounds like a boon to the consumer, very often is an unlawful means of competing."

Let's keep these facts in mind when *going after* business and endeavor to get it along meritorious lines and *not unfair.* Remember the other fellow and *the law.* Follow the Golden Rule in your business.

Cut It Out

Any sucker can get printing by being the lowest bidder, but did you ever get any sustenance out of the man that wants the cheapest printing? Did you not notice that the cheap man was a chronic kicker and faultfinder and that he is always hard to collect from? We found that out to our cost. We now pass up the cheap men. We find we think more of ourselves, have more money in the bank and have respect of the men we do business with. We feel that if we had to figure on every job we produced we would in time make enough mistakes to bust us. There are plenty of good men to print for. Let us pass up the chronic kicker and shyster.—*Graphic Arts.*

Printers Training as Advertising Men

United Typothetae Giving Its Members Practice in Publicity—Good Service and Results the Goal. Consumer of Printing to Benefit

PERHAPS one of the greatest enterprises that has ever been undertaken—and launched unselfishly—in any industry, is the campaign recently instituted by the American Writing Paper company, in connection with master printers' associations all over the United States, and particularly the United Typothetæ of America.

Some two years ago, Joseph A. Borden, who was at that time secretary of the United Typothetæ of America, was importuned to leave his work and engage in what was up to that time an entirely new departure for paper manufacturers. President Galliver of the American Writing Paper company, plainly told Mr. Borden that the paper making industry, as well as the printing industry, needed something—he did not know just what: Perhaps Mr. Borden could tell?

So Mr. Borden took up the work and was installed as director of general service of the American Writing Paper company. Offices were opened in Chicago, so that there was no connection at all between this new enterprise and the mechanical departments of the paper making industry.

As the result of unselfish work and a labor of love, Mr. Borden in collaboration with George Heintzemann, himself an export in analytical problems, and Robert Ruxton, peer of merchandising experts, a plan was evolved, after paper manufacturing had been looked into, whereby a campaign was created that would put into the hands of every printer and consumer of printing the means for not only producing and selling the right kind of printing, but in making each piece of printed matter pay its way through the direct results it produced.

The campaign is now ready to launch. It is divided into three separate groups or departments, classified as follows:

1. Inspiration,
2. Education,
3. Stimulation.

The above comprises, all told, 48 booklets.

The Inspirational series is to printers only, written around such titles as—"What We Work For;" "The Field for Skill and Knowledge;" "The Policy — Positive or Negative;" "Printed Salesmanship;" "Blazing the Trail;" "Look-Down Main Street;" "Bonanza;" "Two Jobs for One;" "The Cinderella of Advertising-Selling;" "Building the Printing Business;"

In addition to the above, two more booklets remain to be prepared.

The educational series, which is also to printers, comprises 24 books. The first 12 of these, which are now ready, are titled as follows:

"Advertising-Personal Salesmanship—Printed Salesmanship—with their Limitations and Relations;" "Traps of the Advertising Situation;" "The Framework of the Sales Message;" "The Selling Links of the Selling Chain;" "Written Salesmanship;" "Causation in Buying;" "The Great Selling Magnet to which Humanity Moves;" "The Woof and Warp of Printed Salesmanship;" "The Elements of Doubt and the Elements of Conviction;" "The Mechanism of Selling;" "The Great Essential of Salesmanship in Print;" "Final Demonstration."

The second section of 12 books will be completed and ready for distribution when the first series of 12 has been assimilated.

The third, or stimulating series, comprises 12 books. The first eight of which are now ready for the campaign. The titles are as follows:

"PRINT IT—MAIL IT"—Ideas come in flashes — catch them or they go. Put them down; put them into print; put them into the mails."

"THE BOOKLET—KING OF SALES MEDIA"—With the Why fully explained. The problem of selling relates far more closely to the booklet than most business men realize.

"IDOLS OF BUSINESS"—A cause or source of error; misleading habit of conception or reasoning."—Standard Dictionary.

"THE MASTER SALESMAN"—"If that confidence which alone makes good buying is started by skillful advertising, another obstacle is taken out of the way of the selling man."

"PRINTED SALESMANSHIP"—Largely the product of the printing press in contradistinction to the periodical press, with the Why and Wherefore explained.

"THE FOLLOW-UP"—Some men miss its philosophy—it is simply intensive sales development, making two buyers where one existed before.

"THE COMPETITIVE STRUGGLE"—Demonstrating one of the most ef-

(Continued on Page 26)

Stimulating An Industry to New and Inspired Action

No work was ever more unselfishly undertaken than this campaign. In all likelihood an expenditure upwards of half a million dollars will be made by the American Writing Paper Company, which, though it may benefit this particular concern materially, is really more beneficial to the paper making industry in general, and the printing industry and the consumer of printing in particular.

Without a doubt the most competent experts on merchandising in the United States were secured to compile this work. Mr. Borden has appeared before practically every typothetae organization in the United States explaining the plan and urging the printers to bestir themselves in putting it across.

The printing industry will owe a debt of gratitude to Mr. Borden and his company, because without a doubt, the future prosperity of the industry hinges very largely on this campaign. With Mr. Borden it was a labor of love. A work engaged in with such intensity, and pursued with such aggressiveness could only be encompassed because of the unselfish motives behind it. It will always be said of Mr. Borden, no matter what his activity, that he is true to every trust reposed in him. The printing industry is the gainer through his unselfish spirit, his earnest, kindly, admirable assistance.

Decalcomania Process and What It Is

Many printers have been stumped whenever reference was made to decalcomania. Few outside of the trade generally dealing in this class of work knew what the process is; how is decalcomania manufactured?

Decalcomania is a process of transfer, used chiefly on labels, window signs, etc., which leaves only the film containing the design, all paper being removed. The film of ink must, of course, be quite thick, otherwise permanency is lost.

Perhaps one of the largest concerns in the world specializing in decalcomania is the Meyercord company, of Chicago. G. R. Meyercord, the genius in the development of the decalcomania process in this country, recently had occasion to answer a query from a curious printer. In his reply Mr. Meyercord explained the process in full, also telling why it cannot be done by letterpress.

There are numerous reasons why the letterpress does not lend itself to the manufacturer of decalcomania. First and foremost is the fact that decalcomania is printed on a gummed surface, which surface is applied to a starch surface, hence the starch is the coating of the paper. The fact that there is a layer of gum and a layer of starch between the paper itself and the print creates a brittle condition or a sort of shell coating, and if one attempted to print directly to the gummed surface with the various plates used in the typographical industry, very often the sharp corners of the type or plates would cut into the coating on the decalcomania paper, and as about one-half of all decalcomania products are transferred with varnish, the varnish would penetrate thru these cracks or cuts in the gummed surface and spread over the back of the paper, preventing the water from penetrating when transferring the picture. This is the chief objection and it, of course, is fundamental.

In the lithographic process, when you etch the litho stone or zinc plate, you but slightly raise the surface—not enough to do any damage to the coating.

Another reason why decalcomania must be printed lithographically lies in the fact that practically on every job one or two of the solid colors are printed double up to six times. In that event it is necessary to reduce the solid plate in dimension. This is accomplished on lithograph stones very speedily by scraping a sixty-fourth of an inch or some such amount off the edge of the solid plate.

The printer must appreciate that the decalcomania colors or picture must be self-sustaining after the paper has been removed.

"This requires that the film of color be very thick. In all cases the white color is printed from three to eight times, and as explained, the plate is made a little smaller each time, hence these various corrections in plates necessitates an inexpensive system of alteration.

Referring to the various uses to which decalcomania is put, I wish to say that they are almost endless. Nearly all China tableware is decorated with decalcomania, as well as a great deal of the glassware. This is ceramic color printing. Another use is the decorating of furniture, machinery, such as typewriters and sewing machines. This type of decoration usually is metal leaf and color printing. Hundreds of different articles are trademarked, such as agricultural machinery, pianos, stoes, furniture, office appliances, vending machines, etc., and all kinds of lettering and designs are applied to wagons and automobile bodies by the decalcomania process. Another form of decalcomania is the window sign so extensively seen in use. Our own company has a patented process for making canvas paintings, silicated wire electric signs, etc.

Mezzotint

By H. R. Robertson

The process of mezzotint engraving consists in passing over a plate of steel or copper with an instrument called a cradle, by which a burr is raised on every part of the surface in such quantity that, if filled with ink and printed, the impression would be one mass of the deepest black. On the plate so prepared the lights and middle tints are burnished or scraped away, leaving it untouched for the darkest shades.

The first step of the process is to mark upon the plate the limits of the design, and within these limits the grounding tool is employed. It is pressed upon in an even, steady and moderate manner, and with a rocking motion advanced over the plate, till the whole space within the limits is covered with lines. These lines are crossed by others at right angles. The two diagonal directions are then taken. The whole series of lines is then repeated several times taking care not to enter the same lines twice; till, at length, by the extreme closeness of the lines the original surface of the copper is entirely destroyed and if an impression were taken from the plate it would be completely black. This operation is called laying the mezzotint ground.

The plate is blackened by the smoke of a taper, and the design is transferred to it by means of tracing paper prepared with red chalk. The red chalk outlines are rendered permanent by going over them with a blunted drypoint on the copper. As the work proceeds frequent proofs should be taken, and if too much of the ground has in any case been removed, it must be again formed by a roulette or by a small grounding tool.

Etching is much used as an auxiliary to mezzotint. The outline is frequently etched at the very commencement, before even the mezzotint ground is laid, and by different engravers it is used in varying degree, either to give precision in places or to assist the appearance of particular textures.

Benjamin Sherbow Dead

Benjamin Sherbow, typographic consultant, died the early part of September at Patchogue, N. Y., where he had gone for a rest.

Mr. Sherbow was forty-four years of age. He was born in Germany of Russian parents. He came to America in 1886. When a young man he was employed by the Curtis Publishing company. It was while working there that his ability was recognized by Earnest Elmo Calkins. Mr. Calkins gave him a position in the Calkins & Holden advertising agency.

Mr. Sherbow is said to have been probably the first person to occupy the position of typographer in an advertising agency. He was connected with Calkins & Holden for several years. A number of years ago he started his own business of typographic consultant, which he continued up to the time of his death.

Mr. Sherbow's strong forte was simplicity. In all his work he steadily contended that readableness should come before frills in advertising typography. He always held that the typographic stunt invariably attracted attention to itself instead of to the message it was trying to convey.

Mr. Sherbow was, in a sense, an odd character. His constant friend was a large black pipe which never seemed to stay lit. He wore heavy dark shell spectacles, and the casual observer never would place him, as regards appearance, in the category of a typographer. Yet when he began to elucidate on type and ornamentation, he literally bubbled over with sound logic. Sherbow knew type and how to use it.

Offset Process as Competitive Letterpress Factor

Rival Illustrative Methods and Their Influence on the Photo-Engraving Industry and How Both Affect Letterpress Processes Now In Use

BY A. J. NEWTON

An Address Delivered Before the Annual Convention of the Photo-Engravers' Association.

ALL METHODS of illustration, from original oil or water-color paintings, or original photographs, to the most complicated processes, are rivals to photo-engraving; but I feel sure that the rivals principally in the mind of photo-engravers are offset printing and rotary photogravure.

There is no doubt that these two processes are going to secure a large and increasing amount of illustration work, and the question is, how this will affect the photo-engraver. Well, one good effect will be to keep him on his toes.

It is sometimes suggested that his fate will be that of the wood-engraver and that the photo-engraver will be wiped out almost as completely; but the case is not quite the same. Wood-engraving was very slow and very artificial, besides being expensive as compared with halftone. When the new process was introduced, producing illustrations incomparably more photographic and lifelike, besides being much quicker and cheaper, it was inevitable that the old process would be displaced.

Any competition must be considered on three grounds. We have to ask: Is the quality better? Is it quicker? Is it cheaper?

Now, the best quality halftone, I think we can say, is not excelled by any process except in certain cases. For example, up to the present you cannot get equal results with the same effort on poor paper or rough paper with halftones that you can with either offset or rotary gravure. If the customer insists on rough paper, he will probably prefer not to have halftone. But it is the business of the engraver to show him that a smooth paper will suit his picture best, as in nine times out of ten it will, for nearly always detail is required, and the rougher the paper the more detail is destroyed even with offset or gravure. For certain jobs either offset or gravure are superior in quality. For example, in the reproduction of pictures, or other subjects requiring the appearance of richness, photogravure may be superior to halftone. Also, the brown ink used, without any gloss, seems to appeal to the public. I do not know why. I have several times seen reproductions of similar subjects done in halftone and photogravure, in which the halftone was decidely superior, to my mind; yet the photogravure is preferred. It may be worth the halftone engraver's while to experiment a little more with richer inks and mat paper. On the other hand, there are certain subjects to which the dull surface is certainly unsuited. For example, the Kodak Company, though they use photogravure extensively, would have to give the matter a good deal of consideration before they printed their catalogue in photogravure, because the illustrations would not give such a vivid representation of their cameras as the halftone do. I recollect the advertising manager of a typewriter concern asking me about illustrating in photogravure. I strongly advised him against it, as being unsuitable to his product; but he thought it would show off the luxury of this particular typewriter, so I asked him to keep track of the pulling power of the illustration. He did so with the consequence that he used no more photogravure but returned to halftone. Photogravure or offset could not give the appearance of reality to such smooth-surfaced goods which halftone does. We can, then, sum up with regard to the first item, that the quality of offset and gravure in certain cases is superior to that of halftone, but in many cases it is not. When it is superior, it will probably create new business without any detriment to halftone,—probably, in fact, help it by proving once more how very beneficial illustration is. Where the quality condition is equal, it is entirely up to the salesmanship of the halftone man whether he gets the job or lets the rival process run away with it. We cannot blind ourselves to the fact that the firms handling both offset and photogravure have more efficient salesmen than the average halftone house; and, other things being equal, the best salesman will secure the order.

The second point is *speed*. For small editions, and special jobs it is doubtful if either offset or photogravure can touch halftone, but when it comes to large editions and fair-sized jobs, both offset and photogravure may be able to surpass halftone in delivery time. For instance, I know of a New York department store that delivered its copy, sufficient for sixteen octavo pages, with many separate pictures, at 5:30, and had a proof ready to run at 5:30 the next day,—that is, in 24 hours,—and if this proof was O. K'd, they could have begun to receive the edition almost immediately. It would be hard to equal this with letterpress, because the make-ready required for a number of separate halftone engravings takes a considerable time; but for most jobs, if the work is systematically planned, there should not be much difference in speed. While it is claimed that the speed of printing offset annd photogravure is quicker than letterpress, it is doubtful if this is always borne out in practice.

It is doubtful if a fair comparison can be made of price, because all offset and photogravure work is sold by the finished copy whereas most photo-engravers sell their work without the printing. It is probable that in making the actual printing surface there would not be very much difference in cost unless in large sizes, when both offset and gravure would have the advantage over engraving.

The customer, however, is concerned with the final results, and it will be found, in my belief, that at the present time, for large editions, both offset and rotary gravure will be somewhat cheaper. At what number this advantage commences I am not sure; I am told that offset can compete successfully with engraving at anything over 5,000 but that photogravure would want a still larger edition to make it cheaper than halftone and letterpress. So, as things are today, the engraver has not to fear the loss of much work unless his customers decide to have larger editions, or to print on much poorer paper, when he may be persuaded on the ground of price that it is of advantage to use either offset or photogravure. Even in these cases it may be only a matter of co-operating with the printer; for, on the face of it, there does not seem much reason why large editions should be much cheaper. Of course, salesmanship at least equal to that of the lithographic or photogravure house is required. It would seem improbable that the *Saturday Evening Post*, with a circulation of over two millions, could be done more eco-

nomically of an equal quality by either offset or photogravure.

It may be that in the future the lithographer and photogravure producer will be able to execute small edition jobs as cheaply as the photo-engraver; but if that times comes, surely there is no reason why the engraver should not adapt himself to work these methods.

There is undoubtedly an attraction for the public in the rich velvety shadows of the photogravure, and it will assuredly be a strong competitor to the photo-engraver as soon as small editions can be produced cheaply. But that needs the introduction of a small printing machine, and the training of help to do this class of work. When these are available there is really no reason why the photo-engraver should not get the business.

Photo-engraving is no doubt a very important craft, but we must not deceive ourselves as to its relative importance. Although there are probably not more lithopraphers than engravers, and very few photogravure workers, yet the capital investment by the firm producing the work of either branch is tremendously greater, and a correspondingly greater output is necessary to justify the investment. The lithographers are said to have turned out in 1920 two hundred million dollars worth of product, while the engravers do not claim more than forty millions,—though in the one case the paper and printing is included and in the other is not. And the investment of the rotary photogravure producers must be very heavy. I know of one of our members who wanted to commence rotary photogravure as modestly as possible consistent with turning out quality work, and he found that it needed an investment of nearly $150,000. This, of course, will limit the multiplication of photogravure establishments, and means also that business must be large to justify the investment. But while the investment is small in the actual photo-engraving establishment, a photo-engraving is not of any use without the machinery to print it; and when we come to consider the investment in letterpress printing machinery, all of which can use only relief engravings, of course, it far outweighs the investment in both photogravure and lithographic machinery. It would be many decades before this machinery could be scrapped, and, as the use of pictures is bound to increase, photo-engravings are bound to be needed to be used with ordinary relief letterpress and printed with the available machinery.

The conclusion of the whole matter is that where the rival processes show an advantage over photo-engraving in either quality, speed, or price, they are likely to be preferred.

But let us be sure they do show these advantages. Do not let us assume that because some process not photo-engraving is being used it is necessarily displacing our work. It may be creating an entirely new field of illustration, and, if so, it is a positive advantage to photo-engraving as being one more evidence of the value of pictures, which the photo-engraving salesman can use to sell his product. For example, it is not possible to print halftones on cloth, but it would be to print offset. Any illustrations on cloth, therefore, are no loss to the photo-engraver. The same argument applies to coarse paper. If a customer must use coarse paper, he will not use halftone engraving, he must use offset or photogravure. It is the salesman's business to prove to him that halftones on better paper would be more attractive, and, if advertisements, have more selling power.

Halftone has the great advantage at present of being able to produce excellent color work in relatively small editions much more cheaply than either offset or gravure. Here are two attempts at newspaper color printing by offset and gravure in newspapers, and, while they are excellent for newspaper work, they do not quite compare with what can be obtained by process work.

Offset and gravure have their respective fields. The latter is no less photo-engraving than halftone. It is intaglio etching, while halftone is relief etching; and offset makes considerable use of the method of the photo-engraver, including the use of the cross-line screen. There is a field for the photo-engraver to do the preparation of the plate for the offset printer exactly as he does it now for the letterpress printer, if he cares to put in the equipment necessary, and cultivate the skill required to produce the kind of work required by the offset printer. This means, as a rule, a rather different character of negative, and prints on larger plates, and sometimes many prints on one plate very exactly positioned. There seems to me to be a field here for the photo-engraver, because, ultimately, all lithographers will be driven to adopt photographic methods. Yet out of the six or seven hundred lithographers in this country there are not now one hundred doing any photo-lithography. Perhaps another hundred contemplate it, but have done nothing so far; while the other five hundred are apparently quite indifferent. It is surely up to the engraver to show them that photography would help them, and that he could relieve them of this part of the work with mutually beneficial results.

The same is not true of rotary photogravure. There are in the first place not more than about thirty establishments manufacturing rotary photogravure; out of these fourteen are newspaper plants not urgently seeking commercial work as yet, and, therefore, not competing with the photo-engraver except insofar as they displace halftone in the newspaper itself. And, as against this, it must be said they have introduced illustration in many cases where there were not only no halftones but no illustrations at all, and, therefore, have created new business. However, it would be quite impracticable for the average engraver to prepare the cylinder for the presses; and, if this business becomes powerfully competitive with the photo-engraver, he will have to encourage the machine makers to provide him with a smaller equipment to enable him to turn out rotary gravure without the necessity of such a heavy investment. There have, of course, already been many attempts at this, but so far nothing has been produced that has attained any success.

Finally, let me say, we should not fear either offset or rotary gravure. We should thoroughly understand them and know wherein they have advantages; but particularly know where their disadvantages lie as compared with photo-engraving, and be prepared to maintain the superiority of relief engraving wherever it is superior. In other words, don't let your salesman allow opportunities to slip because of half-hearted belief in his product. Don't forget that when the other processes are superior, they are generally doing something that halftone cannot do, and thereby positively helping us by proving the value of pictures. We should also seek to create new business for halftone and line letterpress engravings, for which there must be still a large undeveloped demand. For instance, I learned the other day that there are 437 medical journals throughout the world. Most of them do not use anything like the engravings they should, because the doctors have been unable to supply pictures to illustrate their articles. But the Eastman Kodak Company have introduced special apparatus and materials for medical work, and now the doctors are beginning to use photography extensively, and this means that their articles will soon be illustrated by halftones.

If the fear of rival processes wakes up the photo-engraver to a more thorough understanding of his own process, confirms his faith in it, and makes him proclaim his belief at every possible opportunity, then the effect of rival processes on the photo-engraving industry will be entirely good.

The Printer as a Factor in Merchandising

By A. L. LEWIS
Southam Press, Ltd., Toronto, Canada.

THE Direct-by-Mail Printer is not really a printer, but a "Merchandising Specialist." He analyzes a client's sales-difficulties and creates a sales plan, which, however, usually calls for a series of pieces of printed matter. The Direct-by-Mail Printer is not in competition on the individual piece of printing. It isn't a piece that the customer will hand to half a dozen printers, as he so frequently does. If, in his opinion, it will serve a purpose, he wants it, and isn't particularly concerned with the price. The completed work having been well thought out and founded on careful analysis usually brings results, and is not confined to the waste-paper basket as the great bulk of stuff—I use the word advisedly—we send out. When we printers get this viewpoint and make sure that what we sell a man is going to benefit him, then will the day of the job printer arrive.

The only possible solution to the over-equipment situation is not to fill our presses with work taken from some other printer at a price, but to create a demand for more printing, and, to do that, we will have to make up our minds to supply an article that is worth buying—"printing" that will bring business to our customers.

One large concern has developed a sales volume of over $1,000,000 per annum, one-third of which is service, and the balance printing.

A manufacturer of ladies' wear not long ago came to us with one of his worries. He had four hundred dealers in small towns, chiefly in the West, and to cover them with salesmen once a year it cost him an average of $20.00 per call, or $8,000 per annum. The cost was so great that he couldn't make the small-town business pay. We prepared for him a Direct-by-Mail Plain which cost him $5.00 per call, or $2,000.00. His sales have been better and he is now making a profit.

A piece of printing can go to any city for one cent, while to send a traveler there would cost possibly $17.00. This saving in transportation gives our industry the chance to become a real factor in selling, or I like to call it merchandising, most commodities. If the plan is well prepared it will get results.

It may be argued that the editor, or the proprietor of a weekly newspaper is so busily engaged on news and editorial work and the production of the paper, that the job printing has to be a side issue. Getting out a local paper necessitates an intimate knowledge of the locality, and, one with an intimate knowledge of the locality must surely be able to understand the conditions under which various manufacturing plants and other local businesses are operating, and is in a decidedly favorable position to see Direct-by-Mail opportunities. If such an editor would apply his intimate knowledge of his customer's business and sales difficulties, and building business-getting sales literature, he would not only render the customer a real service, but, he would most certainly eliminate other printer competition, and incidently find a lot of job printing at a fair price.

The editor of the weekly newspaper is essentially a writer; and every such editor should make a study of Direct-by-Mail Advertising.

You may argue that very few of you have Direct-by-Mail prospects in your locality. We recently had an inquiry from a firm of druggists in a small town, reading in part as follows: "Do you ever put on a campaign for local druggists in a town of this size? If so, could you give us an idea of what a campaign would cost us per year including your services? If we can make any kind of an arrangement whereby we could appeal to our country customers by mail, we feel inclined to try it out for a year, and we would be glad to hear from you in this connection."

You are fortunate in the influence you have in your locality, through your newspaper connection, on account of what you can do through it to help bring in job printing. I have in mind a large newspaper business with an exceptionally efficient job end, which uses its paper as a business-getter for the job end. In other words, it says, unblushingly, to the prospective customer, "Give me your printing, and I will help you with my paper."

The weekly newspaper should work up local feeling, and help to keep for the local merchants a lot of business which has been going outside. Such a policy for one who has a printing plant would naturally create a kindly feeling toward it, and result in turn in retaining locally a great percentage of local printing.

American Printers Need Not Be Alarmed

The foreign invasion as a competitive factor in the printing industries seems to be well under way. A number of instances have come to our notice of printers in Germany, Hungary and Austria, soliciting business in this country on purely a price basis, as they certainly have nothing else to offer. One of the latest of these efforts comes from a firm named Tolnai Vilaglapja, Lt., Budapest, who style themselves printers, binders and publishers. Their circular records the following departments: engraving, electrotyping, platen presswork, cylinder presswork, color presswork rotary presswork, helio-gravure presswork, sheet binding, edition binding, mail-order binding, mailing lists, addressing, trade catalogues, foreign language work. Quite a complete establishment, we should say. Engraving and printing work of every description is solicited. Their offer, briefly stated, consists of doing the work, whatever its description, for one-half of current American prices. The circular states that, in prewar times, this firm employed six hundred persons. Having suffered great losses through the war the firm now offers to "cheerfully work with the slightest profit."

Another explanation is as follows: "Thirty-five cents a day,—this is the average income of clerks and workmen in Budapest, and this is the secret of our being able to deliver to you any work at half the price."

The few samples submitted indicate that if the artists and printers engaged in the work receive the same as clerks and workmen, they are overpaid. Quality of the samples submitted is about equal to that coming from the average American country print-shop of thirty-five years ago. We are also advised that it takes sixteen days for mail to reach Budapest from Chciago.

Taken by itself, this proposition cannot be treated as anything but a joke. Yet it is an indication of a serious situation. Lithographers and printers of certain specialized lines are already feeling the weight of foreign competition, based upon low wages and lower standards of living than prevail in this country, and the photo-engravers in time will probably have a similar experience. We cannot expect to be immune from any of the ills that are visited upon the graphic arts and the printing industry as a whole. It is well worth our while to give heed to this situation, and to take the necessary steps to prevent its evils from spreading to a degree where they will become menacing indeed.

The Price Cutter

TED SEIDEMAN, secretary of the Capital District Typothetæ, Albany, N. Y., along with all his other activities, finds time to edit *"Partners,"* weekly bulletin to Capitol district master printers. Ted hits hard when he shoves out his pen hand. His arch-enemy is the price-cutter. Witness his latest:

The general run of human nature seems to be the same the world over, regardless of what we sell. As soon as business gets a little off, the first thing everybody thinks about is to increase sales volume by decreasing prices. And don't think that this is true of the printing business only. I have in mind right now a case where a large company, one of the largest of its kind in its own field, made some drastic price-cutting through extra discounts in quantity purchases and then gave an additional bonus through ninety-day dating. Just how this case of over-playing the forcing of sales is going to react on this particular market is something I am going to watch with interest.

How often it has been repeated that the cutting of profits in any least degree reflects in a greater percentage when the net profits are figured out doesn't seem to have any effect in the mind of the average business man in the mad scramble where a 1920 sales volume is tried to be kept up at depression prices.

I don't care how efficiently the printer runs his plant, unless he is a specialty printer, he cannot afford to cut prices in the hope of maintaining profits on increased sales volume. Where a printer produces a specialty the case is somewhat different. He can organize his machinery and men and equip himself to produce greater volume and increased production through better efficiency. That isn't true of the printer who engages in general commercial work. He can handle just so much work and his percentage of non-productive time and overhead remain the same all the time. He is the one, and he is in the majority, that cannot afford to reduce his profits.

In spite of this, though, he looks on the busy price-cutting printer with the eyes of the green monster of jealousy and admits to himself at once that he too could be busy if he would also reduce his price and with it, of course, wipe out his profits. If any of you readers have had thoughts of this kind before, now, or at any time in the future, let me ask you this question:

Have you ever seen a successful "cut-price" business man? Have you ever seen a printer who does work on his imaginary low costs have time to attend conventions or ride around in an automobile? I have seen lots of printers who ride in their own cars because they charge a fair profit on every job they produce commensurate with the investment they have and the turnover that is possible. I have never seen a "cut-price" printer, whether he advertises himself as such or not, located in any prominent place in any city. He is usually in some by-way or down some alley, or stuck in a basement. He is always busy. He never has time to do anything but work. Hours mean nothing to him. And if you'll ask the supply men about him you'll usually find out that he's a poor credit risk. This, as I'm quoting it, is the law of average that I have noticed in every city I have visited.

Of course, we occasionaly find printers who charge fair prices for their work who are not successful. But they are the exception rather than the rule. The business man who knows his costs—sticks to them—adds a profit on every sale, and then adds the fundamental principles of common salesmanship, will never go broke or be unable to meet his obligations. He may not be as busy as his "cut-price" neighbor, but he'll have time to enjoy life more, can devote more time to his family and the still further progress of his business. So let me impress this question on your mind again:

Have you ever met a successful "cut-price" business man?

Strategy the Trump Card of Salesmanship

The problem of problems in the business game today is not finance, not labor, not production, not even economy or retrenchment. It is selling. Book a full measure of orders, and everything else can be handled without grave difficulty. Orders can be likened to the hare in the famous recipe for hare soup: "First catch your hare." A man who has made a brilliant success as a salesman recently wrote a long letter to a friend. Perhaps this extract may contain a pointer:

"The master salesman studies human nature even more than he studies merchandise. Every 'prospect' is different, yes; yet every 'prospect' is a human being, and human nature doesn't change. To handle human beings successfully calls for one thing more than anything else—more than everything else combined. This one thing is strategy.

"I never sold a man anything I didn't think he needed for his own good. When I decide that's true, all tricks go to put over the deal. I don't rely upon a man's sound judgment then to buy what I know he needs. I rely upon three things and then set out to find which of these three is his weakest spot. They are human. I figure to get under his skin to them through Greed, Vanity, Fear. Not admirable—but universally one thing—Imagination. I can seldom reach his imagination except through that keystone of magic in a real sale—Strategy. Ask any star salesman you know to relate to you the greatest sale he ever made—not necessarily the biggest order, but the sale before which he faced the greatest obstacles. You will find it always bears the imprint on the secret lock—Strategy."—Forbes.

A simple method to find the cost of odd number of sheets of paper stock is to multiply the ream price by two. This will give the price per thousand sheets. Then point off three places and multiply by the number of sheets required. For example, to find the cost of thirty-two sheets of stock which costs $9.25 a ream: multiplying the ream price by two gives $18.50, and pointing off three places and multiplying by thirty-two gives 59.2 cents.

THIS picture of the Miller Saw-Trimmer Company's exhibit at the Graphic Arts Exposition in Boston gives an excellent suggestion of what the big show was like. The Miller booth was one of the most prominent, occupying the entire stage, but it was similar to most of the other exhibits in character, though somewhat larger than most of them in size. The fine results obtained by exhibitors can be well judged from this picture of the Miller exhibit, and the striking effect of an entire building full of displays like this can be easiy imagined.

THE FOREMAN'S FORUM

THE Foreman's Forum is a market-place for executives in the graphic arts industry for the interchange of ideas. Able executives who have found a short cut to various operations, or have hit upon something that has helped them in their work, are invited to use this department freely. "Share your knowledge" should be your principle, as it is the slogan of every good craftsman.

A Silent Foreman

WILLIAM A. AHERN has this to say about foremen in an article in *Industrial Management*:

"The best foreman I ever knew was a Bohemian who seldom said a word in the shop, partly because he talked with an accent. The time he might have otherwise used in talking he turned over to his brains, and used them in thinking. And this is how he worked:

"When you, as a new employee, first came into the shop, he heard your story as to what you could do, looked you over, looked through you, and then gave you a piece of work which had certain processes of more or less difficulty. Then he forgot all about you until you brought the finished work to him. He looked it over; measured it. If it was extremely bad he would say, without any expression on his face: 'That is not very good.' Then for your next job he would set you roughing out about three-quarters of the stock on a casting for a jig—something that would not delight the heart of a mechanic.

"If you brought him a finished piece that was fairly true to dimension but had a scratch on the surface, he would say nothing. But he would give you for your next job filling burrs from an endless multitude of milled pieces to teach you the value of smoothness.

"Suppose the job he gave you was well done. Then he would not say anything either; but your next job would be a little bit more difficult and of a little finer grade of work. This is what a mechanic wants. If he is an old hand at the business he wants to have his skill recognized by having you depend upon it for a higher class of work. If he is a new man or an apprentice he likes to have the opportunity to do better and better work so that he will learn all the quicker.

"Sometimes we think it is not better workmen we need, but better foremen."

To Warm Up the Ink Table

Quite a few printers find that the first press run in the morning, especially in the fall and winter, does not go as smoothly as it should. The ink table is cold and the ink simply won't work right. This is especially true in country shops.

The proprietor of a shop in a country town in an eastern state solved the problem in a very simply way. He takes a small piece of cotton waste and saturates it with gasoline. This is laid on the frame of the press under the ink table. Just before the press is started a match is touched to it.

It was found by the time the gasoline had burned out the ink table is warm enough to afford thorough, even distribution. On color jobs, it proved to be a perfect remedy.

On close register work a wood plug should be wedged in upper left-hand corner of form and bed to prevent change of position while running.

A Home Made Gripper

Sometimes jobs come into a print shop which cannot be handled like the general run of jobs. Often it is hard to know just what to do in order to get it off.

A small town printer recently secured a job on which the customer insisted on sticking to the type despite the fact that his two grippers caught the sides of the paper. But he made short work of the trouble. He ran the job off without a hitch.

He had a narrow piece of steel about a quarter of an inch wide and an eighth of an inch thick by about ten inches long. He took this and a square-headed bolt to a local machine shop where they did brazing and had the two brazed together so that the under side of the head of the bolt and one side of the steel were level. When he got back to the shop he put this on his press as a third gripper and because of its narrowness he was able to run it in the middle of his form.

This home made gripper did the job not only this time but many other times when some particular piece of work required a gripper in the middle of the form. There is generally a quarter of an inch or so somewhere so that it can be used to pull the paper off from the center as well as from the sides.

Specialization in the Shop Pays

A great many country and small town print shops that employ more than one man have never given the idea of specialization a thought, apparently because every man seems to be doing every sort of a job.

A city trained man who recently took over a country newspaper and job plant thought that even when employing only three men in the shop it should be possible to specialize and get more and better results.

And so he began. It so happened that two of the men could set type better than anything else and liked to do it too. So all advertisements and jobs to be set were divided among these two men. The third man was younger than these two and was learning the trade. He was put on the job press. The two men were kept busy getting advertisements and job work and the other man was kept busy feeding the press every minute of the working day. There was always a job waiting on the stone to be run off and so there was no lost time anywhere. It was found that the hour cost was lowered and the hour production rate not only in the composition end but in the feeding end of the business was advanced as a result of this specialization.

Cut Metal Investment

A small job plant that also published a newspaper and used a typesetting machine to get up the type matter for it found that is was possible to use the same metal in their typesetting machine as they used in the little casting machine that they owned and this discovery resulted in a cutting in half of the investment of metal and made it impossible to get the wrong metal in the machine and cause poor slugs.

Of course they had to get all new metal, a kind that could be used for both the typesetting machine and the casting box but they were able to trade in their other metal at a worth while figure so the change did not mean much in money. But the saving after was considerable because they now have only one kind of metal that is used for everything.

Kalkoff Discusses Executives

FRED KALKHOFF, secretary of the New York Employing Printers' association, and known as one of the most successful of the high grade printers of the present day, has devoted a great deal of time to the study of problems confronting the printing house executive. Fred has had the experience. He knows what he is talking about when he says leaders of men are today replacing the drivers of yesterday. Speaking of the needs for the executive bestirring himself, Mr. Kalkhoff says:

"Present-day industry with its increased emphasis upon quantity production, its need of lowered operating costs to meet competition, its tendency toward specialization, its recognition of the contribution of its personnel and, most important, its common respect for the essentials of team work and co-operation, places the foreman upon a higher plane than heretofore and insists that he shall measure up to the new standard which industry now establishes.

"Rule-of-thumb methods of yesterday are superseded by planned action today. Competent foremanship today means something more than simply getting out production or keeping men at work; he who holds the title must recognize his responsibilities to management and to men, he must plan into the future as well as act on the moment, he must analyze the detail that contributes to his operating cost and determine methods of departmental cost control. He must know what kind of information he needs to obtain in order that he may direct his work most effectively and he must obtain this information with minimum effort.

"He must know human nature, how to get men with him as part of a production team; how to keep men interested in their work, maintaining a satisfied team of men who want to do a good job; how policies are determined and how distorted; how to control waste, to stop leaks; how to train his force; these and many others are recognized as the responsibilities of the average foreman. They are the functions which distinguish his job from that of the workman and make foremanship a link in management. Industry now demands proficiency in these things from the foreman."

Mr. Kalkhoff is appearing on the speaking program of the U. T. A., in Cleveland, at its convention, October 18. He will discuss the important subject of printing house executives at the educational round table.

New Departure in Art Exhibits

The art exhibition which the American Institute of Graphic Arts opened in New York the first week in September differs from all its previous shows. It is an exhibit of drawings and not of reproduced work, and in engaging in this activity the Institute very properly co-operated with the two organizations which deal directly with artists' work, the Art Directors' Club and the Society of Illustrators. The two men whose work is shown—Frank Walter Taylor and Joseph Clement Coll—were individualists. They were both residents of Philadelphia and both passed away last year when more mature work was expected of them. They were held in high regard by their fellow-craftsmen, though neither was what is known as a popular artist. Both were better than that. They felt the majesty of the ideal and worked towards that objective.

Therefore, the A. I. G. A. which is organized to conserve idealism and acclaim standards takes this opportunity to exploit workmanship which had emphatically that trend. Taylor had academic training, while Coll had the hard training of the daily newspaper art staff.

Trade Composition Exhibit at Graphic Arts Exposition

THE idea of making an exhibit in behalf of an entire industry was conceived and carried out by members of the Boston Trade Composition association. It was a surprise, however, to the promoters of the plan, to note the interest manifested by the throng which visited the complete trade composition exhibit at the Graphic Arts Exposition.

The trade composition plant exists today as a result of the demand of printers and publishers for service. The development of improved machines and mechanical devices for composing type has made possible broadened service activities, and with them has come an increased demand. The trade composition industry may now be said to be as definitely established as electrotyping. "Trade composition" is now a defined commodity. The total business of the trade composition plants of America now runs well over $20,000,000 per year, and the amount of money invested in plant equipment is well over half that sum.

In the beginning the service sold to the trade embraced type on the galley from composing machines only. Some trade composition plants now are completely equipped and their product consists of every conceivable form of composition, including jobs completely made up for the pressroom or foundry. Development of make-up facilities in the industry has been rapid, and practically all up-to-date plants are offering this service.

A further extension of trade plant service is the furnishing of type and material for the printer-customer's composing room on a non-distribution basis. This includes a plan to equip the composing room with all needed material, and to maintain a sufficient quantity of material so that the old-time handicaps no longer impede production. This service has the added merit of duplicating in the customer's composing room the type equipment used in the trade plant, and in this way it obviates the delays otherwise experienced when corrections have to be made.

The showing made at the exposition was for the benefit of those craftsmen and printers who wish to keep abreast of all improved methods in the field of the graphic arts. The owners of the trade composition plants of America believe they are contributing materially to the welfare of the industry. The exhibit is their first effort to tell the story of their service by such means. It marks the beginning of a national publicity campaign to acquaint printers and publishers with the value of this service, and the wisdom of printers generally using trade composition service.

How's This?

(From the Saturday Evening Post)

A proper system of cost accounting is the basis of business success. Though no system of calculating costs can of itself make profits it can show definite ways to effect savings, and savings really are only profits wearing a different cloak. No survey in any plant or office can be more than a haphazard examination unless it is carried on in accordance with the indications shown in a carefully prepared cost accounting report. A well formulated cost system not only calls attention to obsolete equipment that is being used at an excessive cost, but it points out individuals and departments that are below the required standard of efficiency. The right kind of cost report will show what is happening now, while a slipshod report only shows what has happened in the past and in this latter case there is no chance for immediate correction.

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MILWAUKEE, WISCONSIN, OCTOBER, 1922

Printing the News

IN this issue one of our contributors in describing the plant and policy of a midwestern newspaper speaks of it as "the newspaper that prints the news." At first glance such a designation seems startling. It was for the purpose of news dissemination that newspapers orginated, and it is generally accepted that this still remains their function.

The contributor, however, softens the shock of the bare phrase by explaining that all news which is news finds its way wholly into this paper, and that no influence is strong enough to delete stories which deserve to be printed. Now it is assumed that most newspapers are sheets of untainted honor; yet candor spells the admission that not all of them subscribe to the policy of "all the news."

In some cases such a policy might be considered as impossible or disastrous if strictly adhered to, and the very life of a new sheet may depend upon its judicious selection of facts to be revealed. This, of course, has no relation to a distortion of facts. It merely means holding from the columns such stories which may seem most discreet not to print. In this connection we recently noted an editorial from the La Crosse Tribune, La Crosse, Wis., which discusses the situation in question. A portion of this editorial is quoted:

"News agencies like the United Press and the Associated Press attempt to deal with fact. As far as is humanly possible, they avoid interpreting the news. It is their theory that if the reader knows the facts, he can interpret the news. That often he lacks the background to do so, is his misfortune. These major news agencies know that the moment they attempt interpretation they will be charged with misinterpretation. They know this because, as matters stand, they are accused of "shading" the facts for the purpose of influencing the reader's interpretation.

"This is an interesting study in psychology. The truth about it has to do with the philosophy and emotions of each particular publisher. A wealthy newspaper publisher owns Standard Oil and railroad stocks, or steel, or is interested in Mexican concessions. He is human, and humanly selfish. Inevitably, and perhaps quite unconsciously, his attitude is influenced. His attitude is translated into his newspaper policy.

"A boy gets a job as a reporter on this newspaper. He is loyal. He reads the editorials. The publisher is a fine fellow, and nods pleasantly to the reporter. The managing editor commends his work. He is advanced. He writes special stuff for other newspapers, to add to his income. Perhaps he becomes a staff writer for the "U. P." or the "A. P." Unconsciously, and honestly, his stories are colored by the impressions and sympathies and personal contacts resulting from his affiliation with the interested publisher. One can not put a finger on it, but his personal reactions to life are there between the lines of the written story. Conversely, the reporter who has grown up under friendly relations with a radical publication writes his feelings and deductions into his "copy." The human side of a story can no more be eliminated than can effects of sun and wind upon the complexion.

"It follows that the most unbiased reporters are those whose early impressions are formed in the employ of newspapers whose publishers have no irons in the fire outside of the publication of news. Yet even here, the atmosphere of the newspaper, the personality of the publisher, finds its reflection in the work of the reporter. This reaction, though usually the fairer policy, is important, because it is the newspaper in towns under 100,000 whose publishers are usually not possessed of stocks in corporations of basic and national scope the affairs of which are largely affected by politics and legislation. And in such cities the big news agencies usually maintain no staff correspondents, but rely upon some reporter employed by the local newspaper."

A situation with a newspaper is no different than that of other human activities and perhaps the obligation toward ethics is even much stronger than elsewhere. The world has reached a stage of loose philosophy expressed in the phrase "What's the difference?" Yet few of us will deny that there is a reason for virtue, honesty, and firmness of character. We are moral enough to believe that the survival of the fittest really refers not so much to physical predominance as to character. The farseeing publisher will strive towards an increasing moral strength, cleanliness and honesty in his paper, regardless of the situations confronting him. It is his duty.

"I'm Only a Printer"

THERE was a time when printers, not generally, to be sure, but in quite a number of cases were ashamed of their trade or their calling; or, at least they were not over-anxious to admit that they had anything to do with the printing industry. This was possibly caused by the poor showing of the industry as compared financially and socially with others in our industrial life. But times have changed, and the reputation of our industry has changed with the times. No one need now be ashamed to call himself a printing craftsman, not even to admit that his hands get smeared once in a while with printers' ink or type dust.

Two years ago the voters of the country elected with the biggest popular vote ever known a printer as President of the U. S. A., who recently stated to one of his friends, "I suppose there would be some pleasing novelty about the President of the United States putting into type a tribute to Benjamin Franklin, Printer. I have no doubt I could do it, though I have not stood before a type case in probably twenty years." That the printing industry thus has been honored is no mean gratification in itself, but it has been supplemented by a number of others which speak better than words of the esteem these printers are held in their respective circles of activity.

Two years ago Joe Meadon of the Franklin Printing Co., Detroit, was elected president of the Direct Mail Advertising Association, an organization of nation-wide scope and import; and he was re-elected last year.

This year the International Association of Rotary Clubs, probably at present the greatest influence for good in our civic life, elected Raymond M. Havens of the Joseph D. Havens Printing Co., Kansas City, as president. Raymond Havens served four years apprenticeship in the plant of his father.

Going across the water we find a number of printers in practically every country's governing body. This in itself may not seem to be much of an honor, especially when looked at from an American point of view and from our own experiences, but in Europe it is not such an easy matter for the craftsman to win recognition and standing in politics.

Then again in Northern Europe the best known printers were graduates of colleges or techincal institutes before they served their apprenticeships in printing offices. In other words, as men of learning they recognized the importance of the printing industry as a factor in advancement and uplift and used this industry, not as a stepping stone into the profession as some of our printers do, but as a field of endeavor where the highest ability and the most thorough preparation will not fail to bring satisfactory returns, and they have become leaders in their industry and in civic life as well.

Therefore, there is no reason at present to exclaim "I'm Only a Printer." We can now with pride and dignity let it be known to the world that we *are* printers. —*M. H., in Typothetae Bulletin.*

Neither reading courses nor university courses can make a newspaper man. Nothing can supplant actual service on a big city daily in the evolution of the full-fledged journalist. But books can show new opportunities, can keep one acquainted with the latest in things journalistic, and can open new vistas even to the born reporter. Read the latest books on journalism and printing.

U. T. A. Annual Convention

THE thirty-sixth annual convention of the United Typothetæ of America convenes this year in Cleveland, Ohio, from October 16 to 20. A voluminous program has been prepared. There are innumerable subjects of vital importance to the printing fraternity which will come up at the various sessions.

Perhaps the chief interest will be the matter of dues to be paid to the International, and the effort to divorce labor matters from U. T. A. activities.

In addition to the session of the parent body, there will be meetings of the International Trade Composition Association, Loose Leaf Manifold Division, Tariff Printers' Society of America, and the Law Printers' Division—all branches of the U. T. A.

The complete program is as follows:

Monday, October 16, 1922

8:00 a. m.—Registration of delegates, alternates, members at large, local members who are not delegates, guests, secretaries, and ladies. Registration Booth on Mezzanine Floor will be open continuously during the Convention.

10:00 a. m.—Standard Guide Committee, Room No. 5, Mezzanine Floor.

11:00 a. m.—Executive Committee, U. T. A., Georgian Room, 1st Floor.

1:30 p. m.—Opening Session, International Trade Composition Association, Winton Hotel, Parlor K.

2:30 p. m.—Executive Committee,U. T. A., **Continued,** Georgian Room, 1st Floor.

2:30 p. m.—Committee on Education, U. T. A., Room No. 5, Mezzanine Floor.

2:30 p. m.—Opening Session, Conference of U. T. A. Secretaries, Assembly Hall A, Mezzanine Floor.

6:30 p. m.—Banquet tendered all visiting secretaries by United Typothetae of America, Assembly Hall B, Mezzanine Floor.

7:30 p. m.—Meetings of District Delegations to nominate district executive Committeemen (Each delegation to arrange its own place of meeting).

7:30 p. m.—Manifold and Loose Leaf Division, U. T. A., Assembly Hall A.

Tuesday, October 17, 1922

8:00 a. m.—Registration of delegates, alternates, members at large. local members who are not delegates, guests, secretaries and ladies. Registration Booth on Mezzanine Floor will be open continuously during the Convention.

10:00 a. m.—First Open Session U. T. A. Convention, Banquet Hall, Mezzanine Floor.

2:00 p. m.—Typothetae Cost Accountant's Association, Assembly Hall B, Mezzanine Floor.

2:30 p. m.—Open Shop Division, U. T. A., Banquet Hall, Mezzanine Floor.

2:30 p. m.—Closed Shop Division, U. T. A., Georgian Room, 1st Floor.

2:30 p. m.—Second Session, International Trade Composition Association, Winton Hotel, Parlor K.

2:30 p. m.—Conference, U. T. A. Secretaries, Assembly Hall, Mezzanine Floor.

4:30 p. m.—Committee on Education, Room No. 5, Mezzanine Floor.

7:30 p. m.—Retail Price List Round Table (Under the auspices of the Long Price List Committee), Banquet Hall, Mezzanine Floor.

7:30 p. m.—Final Session, International Trade Composition Association, Winton Hotel, Parlor K.

7:30 p. m.—Tariff Printers Society, Assembly Hall B.

7:30 p. m.—Nominations Committee, Georgian Room, 1st Floor.

7:30 p. m.—Resolutions Committee, Room No. 5, Mezzanine Floor.

7:30 p. m.—Necrology Committee, Secretary's Office, Room No. 1, Mezzanine Floor.

Wednesday, October 18, 1922

8:00 a. m.—Registration of delegates, alternates, members at large, local members who are not delegates, guests, secretaries and ladies. Registration Booth on Mezzanine Floor will be open continuously during the Convention.

10:00 a. m.—Second Open Session, U. T. A. Convention, Banquet Hall, Mezzanine Floor.

2:00 p. m.—Printing Trade Secretary-Managers Association, Assembly Hall A.

2:00 p. m.—Typothetae Cost Accountant's Association, Assembly Hall B.

2:30 p. m.—Educational Round Table, (Under the auspices of Committee on Education), Banquet Hall.

2:30 p. m.—Tariff Printers Society, Georgian Room, 1st Floor.

6:30 p. m.—Annual Banquet, Secretary-Managers Association, Assembly Hall B.

7:30 p. m.—Better Printing Round Table, (Under the auspices of Committee on Better Printing), Georgian Room, 1st Floor.

7:30 p. m.—Law Printers Division, U. T. A., Assembly Hall A.

9:00 p. m.—Informal reception to visiting delegates, alternates, members, ladies and guests by the Graphic Arts Club of Cleveland. (Dancing and Buffet Luncheon), Banquet Hall, Mezzanine Floor.

Thursday, October 19, 1922

8:00 a. m.—Registration of delegates, alternates, members at large, local members who are not delegates, guests, secretaries and ladies. Registration Booth on Mezzanine Floor will be open continuously during the Convention.

9:30 a. m.—Registration closes.

9:30 a. m.—Typothetae Cost Accountant's Association, Georgian Room, 1st Floor.

10:00 a. m.—Executive Session, U. T. A. Convention, followed immediately by final Open Session, Election of Officers, etc., Banquet Hall, Mezzanine Floor.

—— p. m.—Preliminary Meeting, New Executive Committee, U. T. A., immediately after adjournment of Convention, Banquet Hall, Mezzanine Floor.

7:30 p. m.—Meeting, New Executive Committee, U. T. A., Georgian Room, 1st Floor.

The Eagle-Star Building, Marinette, Wisconsin

A Newspaper That Prints the News

Policies and Plans of Wisconsin Paper Which Have Won Lasting Support From Readers and Advertisers

By James Marsdale

IF, in search of sport or on business bent, you have travelled north through the widely diversified scenery of Wisconsin, your course may have brought you to the city of Marinette.

Perhaps, then, you have observed it is about here that one arrives at a frontier of the lately traversed open farm and dairy sections and at the outposts of sterner country. There are more recent clearings and increasing ruggedness. Just beyond, to the northward, are Michigan's hills of ore with roughly picturesque mining towns on their slopes and in their valleys. Here is the receding southern fringe of pines; the beginning of mighty forests which, interrupted by rolling Superior, continue, on its northern shores, into the romantic wilderness of Hudson Bay.

At Marinette the pungent odor of sawdust greets you. Perhaps it is but a wraith—a sensed memory of past days when this place was one of the greatest lumber centers in the world and six hundred million feet of logs rolled down the river during one season. For, as deforestation continued, agriculture advanced; thousands of acres being cleared each year; and numerous other industries replaced most of the lumber mills.

Still, in the atmosphere and the sight of bleached and forgotten logs in the stream, one is reminded of the vigorous days of the husky "lumber-jack," in Mackinaw and staunch boots. The place suggests itself yet as a he-man's town; hardy; a place where only men of true purpose, backed by hard-fisted tenacity, might survive.

In this place was established and grew to success, the Marinette *Eagle-Star*—the newspaper that prints the news.

In the title of this article and again just above, I have not used quotes in the exponential phrase, since it is my own and I accept full responsibility. I anticipate the curious or indignant queries on the part of readers as to just why I should characterize one paper as the one which "prints the news," since that is the expected function of any paper. I make bold to declare that every paper should do it, but not all of them do.

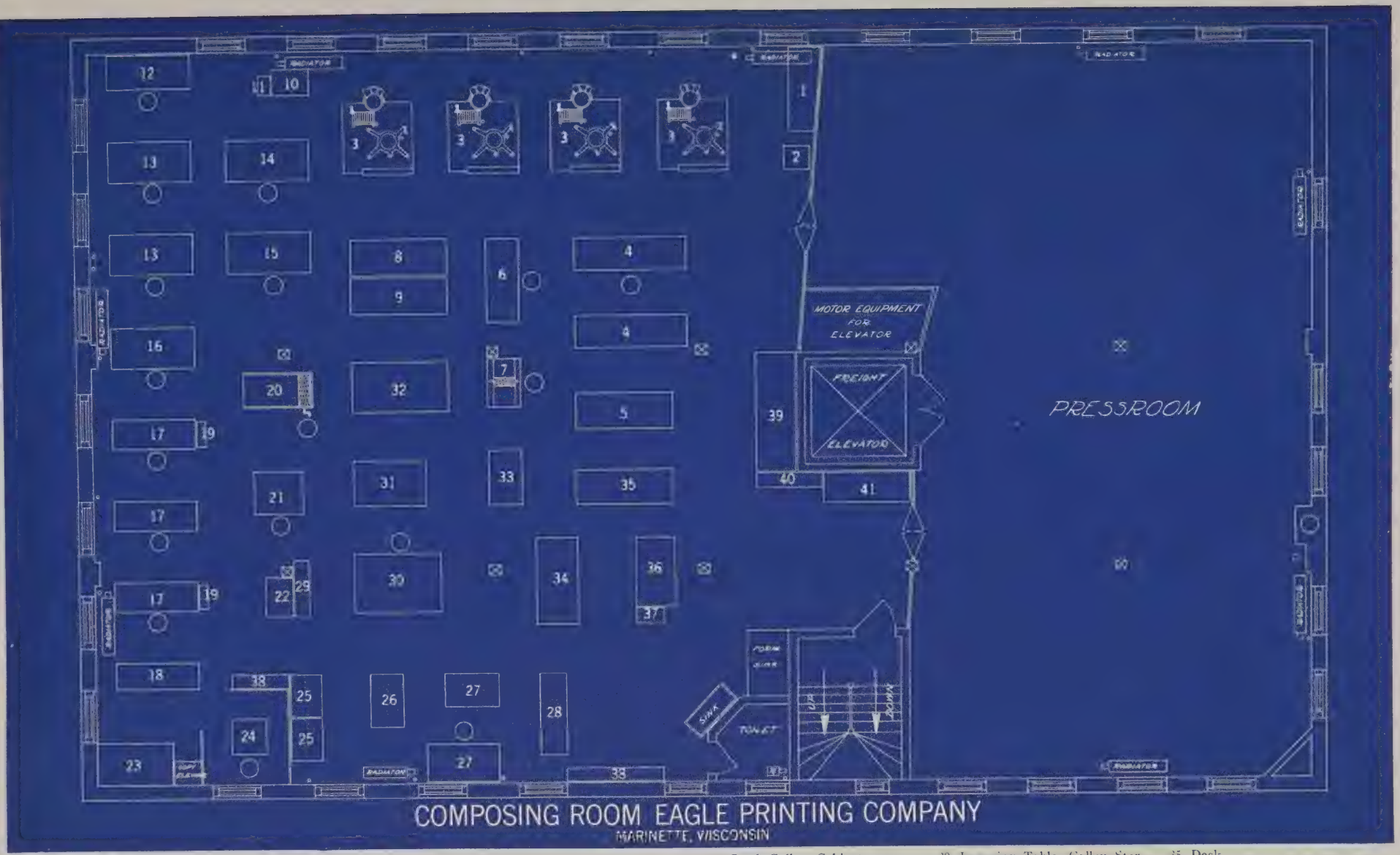
By "news," you understand, I mean *all* of the news. Just here, between ourselves—can you depose and say that never, in your newspaper career, have you been induced to kill a story which would have made splendid reading, but which would have irritated the sensitive cuticle of some good advertiser or influential citizen? Such investigation which I have made convinces me that the Marinette *Eagle-Star* for many years has followed an undeviating policy of—not "yellowly," but quietly—printing all news, without regard for the age, color, previous condition of servitude or present condition of influence of the principals mentioned. What is more interesting is the fact that the paper "got away with it" and has won friends among even many of the one-time victims of undesired publicity.

The Working Out of the Policy

I had often heard of the reputation of this paper for persistent and complete news publication and was thus drawn to visit at the home of the *Eagle-Star,* which is housed in the three-story brick building known as the Eagle Printing company.

Here I was glad to find Frank E. Noyes, president and treasurer and a man whose name is very familiar to newspaperdom, not alone in the Badger State, but widely elsewhere. I might remark in passing that this gentleman's name, phonetically considered, is a misnomer; his bearing is one of more than usually quiet courtesy. Present also were Edward W. Le Roy, vice president and H. C. Hanson, secretary.

It was Mr. Le Roy who answered my query regarding the reputed policy of the paper. "Years ago we were determined that no paper should serve its readers more thoroughly in the matter of local news; I do not believe that any paper in the northwest now has a more complete local news service. In carrying out this determination it was evident that we would be required to print *all* of the news, regardless of whom the stories touched.

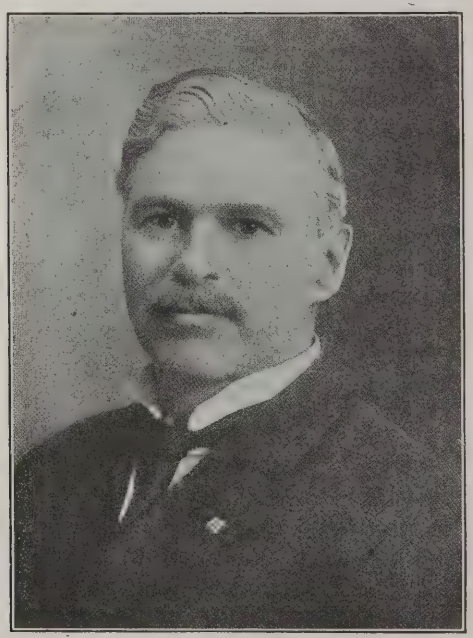


COMPOSING ROOM EAGLE PRINTING COMPANY
MARINETTE, WISCONSIN

1. Linotype Work Bench
2. Matrix Cabinet
3. Linotypes
4. Newspaper Make-up Tables —Steel
5. Newspaper Make-up Table —Wood
6. Linotype Dumping Table
7. Galley Proof Press
8. Assembling Table
9. Dead-Matter Table
10. Single Cabinet
11. Quarter-Case Cabinet
12. Cabinet—Wood
13. Cabinets—Steel
14. Cabinet Fitted with Top
15. Cabinet
16. Cabinet—Job Department
17. American Cut-cost Cabinets
18. Flat-top Cabinet
19. Cut-cost Brass Rule and Metal Furniture Cabinet
20. Cut-cost Work Bench and Justifying Materials Cabinet
22. Steel Galley Cabinet
23. Work Bench
24. Saw
25. Wood Type Cabinets
26. Imposing Tables
27. Imposing Tables for Box
28. Stand
29. American Imposing Table
30. Imposing Table—Galley Storage
31. Imposing Table—Letterboards
32. Imposing Table
33. Table
34. Table with Paper Sample Cabinets
35. Desk
36. Filing Cabinet
37. Cut storage
38. Shelving
39. Cut storage
40. Form Rack
41. Position of Workmen.

"We adopted this policy, which some might call radical, although it should be considered as only rational, and we have been adamant. If it is news, we publish it. We avoid coloring anything; we just tell the facts and it makes no difference if it hurts. Everyone receives the same treatment here, whether it be the millionaire manufacturer or one of his most humble employees."

It might be expected that such a rigid policy would result in a deal of consternation among those who might be affected by the publicity. It proved so in the case of this paper. There have been situations bordering on the melodramatic which have been lived through. The *Eagle-Star* sanctum has been the stage for many exciting scenes which included well-to-do and irate malefactors and their lawyers who stormed, shouted and threatened upon the refusal of the publishers to delete stories. There was the case of the wealthy young man of the city who went to New York and got himself into a pretty social scandal. It was news—and news that, for many reasons, should have been printed—and it *was* printed—after a committee of supplicators including the wife of the editor, had pleaded that the story be killed.



FRANK E. NOYES
President and Treasurer

It might be thought that, considering there were many such occurrences, the paper must eventually suffer the loss of patronage. Quite the reverse happened. Said Mr. Le Roy:

"Our impartial policy has built prestige for us. Friends once lost through our unreserved candor often have returned. Many kick, but I note that they also stick. The fact that we actually do adhere to our plan of printing all of the news has won for us the reputation for reliability. I do not doubt, also, that it has had a good moral affect; there may be some who dare not do wrong lest their misdeeds find a way into cold type."

Mr. Noyes discussed the working out of their policy in relation to the growth of the paper. "We are unable to increase our circulation in the city," he declared. I enquired what problem prevented the increase. "Well, you see it's this way," Mr. Noyes explained. "The only way we might secure an increase is by duplication, as everyone reads our paper now."

The *Eagle-Star* is equally popular throughout the adjacent countryside. Peshtigo, six miles away, has a manager and a corps of carriers, while the towns of Crivitz, Pembine, Amber and Wausaukee also are covered by carrier.

Such complete circulation service necessitated by the popularity of the paper, naturally has interested the advertisers who are generous in their use of space.

Historical Facts and Equipment

The Marinette-Peshtigo *Eagle,* established in June 1871, was the nucleus of the present *Eagle-Star.* After four years and a half it was sold to Henry Harris who conducted it for five years when it was resold to its original owner. In 1884 the firm was incorporated as L. D. and F. E. Noyes, Inc., later becoming the Eagle Printing company, which is the present firm name. From a semi-weekly the paper became a daily in 1891 and has so remained.

The Eagle Printing company is established in a commodious brick building of three stories, 55x90 feet in dimensions. A driveway entirely around the building allows for lateral additional construction, 17½ feet of space being free on two sides with 40 feet extending to the rear, while as many stories may be added as desired.

The front portion of the main floor is occupied by the business and advertising offices at the front and to the right as one enters, both departments being thoroughly equipped in an up-to-date manner, while to the left is the office of Mr. Noyes, with an adjoining director's room. Toward the rear, at the right, is the editorial department, while the mailing and spacious carrier's room and press room occupies the remainder of the lower floor.

A Duplex tubular rotary newspaper press was installed a year ago replacing a Duplex flat bed press. Ample space is afforded in the press room for a stereotyping division with full Duplex equipment, with the exception of a Hoe casting box and Wood-Flong drier. Sprague automatic printing press control is used.

On the second floor is found the composing room and job printing department. It might be here remarked that this plant is a splendid example of a practical combination of job and newspaper work, and the mechanical layout and method of management provide for a harmonious development of both departments. Every variety of job work is handled with no friction or interference with the smooth progression of the preparation of the daily issue.

The front portion of the floor is occupied by the composing room serving both the job and news departments. Unusually adequate lighting is provided by windows on three sides, with prism glass upper halves which thoroughly diffuse the light. The management refer to this room as "America's Lightest Print Shop." Ranged along the north wall are the type cases with type arranged in series in all sizes, while five linotypes, being two models 3, and an 8, 14 and 18 are placed along the east wall. All are equipped with C-H electric metal pots. A Ludlow typograph with three cabinets is found in the front center and a Miller saw trimmer enclosed at one side. Three large make-up stones and nine steel portable make-up tables are practically placed on the floor, while the foreman's desk is placed at the rear.

The job department at the rear is thoroughly equipped with a Miehle press, a Kelly automatic and two Gordons, one of which is equipped with a Miller feeder. A Sheridan cutter and a Cleveland folding machine are also included in the equipment. Here a large volume of catalog and splendid color work is produced as well as smaller jobs, and by a correlation and efficient handling of the work, as stated before, a splendid example of the combination of job and newspaper work is presented.

On the third floor is found a very complete bindery, stock room and file room. Every variety of work is handled in the bindery, including the finest book work. Ruling is also done, a Hickock ruling machine being used.

The stock room is always well filled with a com-

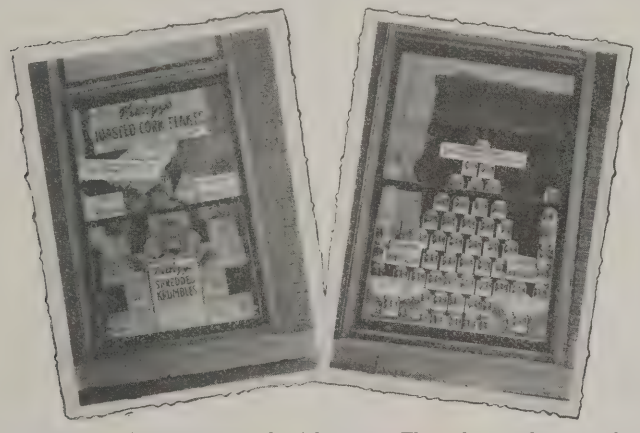
plete line of bond and book papers; the print paper being stocked in the basement. An efficient filing system on this floor provides for easy access to issues dating from the earliest.

MISCELLANEOUS FACTS

The Marinette *Eagle-Star* is a member of the Wisconsin Daily Newspaper League and uses N. E. A. and Associated Press service. An efficient advertising and service department is under the direction of Mr. L. A. Drown. This department plans campaigns and writes copy for advertisers and provides use of *Eagle-Star* windows for display of advertising goods.

The diversified industries which have supplanted the once important lumber activity, and the rapidly developing agricultural feature of the district, advancing through the most rapid land clearing in the United States, have resulted in a growth of business reflected in the advertising columns of the paper, as well as in the demands on the jobbing department.

Besides its policy of printing all the news, this paper strives to work in the closest relationship with



Example of Cooperating with Advertiser Through Window Display of Advertised Products.

its readers. Commenting on this phase Mr. Noyes said: "We have been through everything and had considerable of a fight in the early days. We feel that we have arrived at last, yet consider it as just a start. Now our aim is to give the people everything that we can give them, through backing every move of public benefaction. Recently we succeeded, in a brief campaign to raise $16,000 for the Boy Scouts. We have been behind the land clearing projects and close to the more personal phases of local life, such as giving our first page over to local news, including such activities as church work and society doings. Printing all of the news and working with and for the people, has been rewarded with such success as you see here."

The indications of success which I had seen convinced me that it was to be one of permanance and continued growth.

Book Reviewing for County Weeklies

A book review department is generally a part of every well regulated city newspaper, but it seems that this field has been neglected by the country paper to a lesser or greater extent. And why, it is hard to say. Surely the country folk are just as much interested in books as are the city folk. In some sections it looks as if they are more interested.

A country weekly published in a county seat in the east, having quite a circulation all through the county, found that book publishers were very glad to send free copies of new books if they would be reviewed and the reviews pointed in the paper.

This publisher has discovered some of the tricks of book reviewing. He has not found it such a hard task. After the book is reviewed he sells the copy at the regular price. In that way he has built up quite a sideline to his newspaper and printing business.

British Statesmen Assail American Newspaper Taste

THE discussion of "Foreign Journalism" at the institute of politics, Williamstown, Mass., August 13, attracted more attention than any other topic. Most of the interest was centered in the assailment of American newspaper taste by two British statesmen, Lionel Curtis, prominent in the Irish and South African settlements, and Phillip Kerr, recently advisor to Premier Lloyd George.

While clearing the ground for discussion of problems concerning the proper relations between governments and the press and the influence of the press in Anglo-American relations, the round table conference made an attempt to define an "ideal journalism."

Mr. Kerr said that in the past, so far as he could judge, Americans only wanted to hear about Europe's "dissolute duchesses," and that all the American news reaching Europe concerned criminals, bootleggers and the inhabitants of Hollywood.

"Is News Truth"

Lionel Curtis confessed he personally had never been able to solve the mystery as to what "news" was. He asked the experts present to state whether "news" could in any way be said to be synonymous with "truth."

"Would you," he wanted to know, "if you were asked to write a dictionary, define 'news' as recent truth?"

The conference came to no definite conclusions on this point, because a discussion intervened about the different meanings attached to identical words in different countries. One of these words was the term radical. Mr. Curtis pointed out that words even changed their meaning within the country of their origin and said the best method, he thought, of counteracting international misunderstandings due to differences in the meaning of words would be the publication of frequent articles in newspapers and magazines explaining exactly the situations abroad.

Arthur Draper, chairman of the conference on foreign journalism and European manager of the New York Tribune, stated that not so long ago America thought the whole of the British Isles was going "red" when a few "radicals" got elected to parliament.

King Receives Socialists

"People in this country," he added, "don't realize that King George often receives socialists."

From the depths of his seventeen years' experience in newspaper work. Draper hazarded that an ideal foreign journalist must be a perpetual motion machine with a nose for news, the soul of a poet and a tongue for languages equal to that of a foreman in the early stages of the building of the Tower of Babel.

"He will read and write and speak French and German and Italian. He will know when the battle of Hastings was fought and what Nelson said at the battle of Trafalgar and the correct dress to wear when visiting the foreign office at tea time. He will know all about Bismarck policy after the war of 1870, the Einstein theory and the leading German cinema actor. He will know how many counties there are in Ulster, the color of the Sinn Fein flag and the parentage of Mr. De Valera. He will know the requirements for a seat in the house of lords, the number of ministers in the British cabinet and the college at Oxford which has turned out the greatest number of premiers. He will know American history and politics, have studied economics and read all the latest novels and art reviews. He will have worked as a reporter and as copy reader. He will know when to condense and when to expand, how to write cables and make society news interesting."

AWAKENING PRINTER TO NEW OPPORTUNITY

(Continued from Page 12)

fective and honorable ways out of an oppressive or unfair competitive situation.

"PUBLICITY SIDE-LIGHTS"—Containing: The Psychology of Change. Keeping Selling Streams Freshened. Judging Booklets Values. Versality in Business. The Work of Interrogation. The Failure Check. How the Public Rates You. Mail-order Business vs. Direct-Mail Activities.

The above series of 12 books is intended for the consumers of printing.

The campaign has been very carefully prepared. The booklets of the printer series will be distributed to printers generally. The stimulating series, commonly known as the consumer series, will be so distributed that a copy will come into the hands of the president, the secretary, and the advertising manager of every mercantile and manufacturing concern.

The printed salesmanship series will be an intensive educational portfolio which will be supplemented by class work where printers will gather and hear lectures on the subjects incorporated in various books. Men of wide experience not only in the printing business, but in the advertising and publicity field as well, have been commandeered as lecturers.

The campaign has been so carefully prepared and the logic of the booklets is so sound, that there is no question of the success of this work if the printers will heed the warning of Mr. Borden to jolt themselves loose from slip-shod business methods and study the booklets carefully, as well as to act upon the things which Mr. Ruxton, from the vast fund of his merchandizing experience, has so clearly exploited. It may be said that the printing industry is in a critical position. Mr. Borden states that John Williams, who recently completed a six months' survey of the printing industry for the Society of American Federated Engineers under Herbert Hoover, secretary of commerce, reports that the printing industry is 50% over-equipped.

Quoting further from Mr. Borden's talk to various assemblages of master printers, these high lights stand out most prominently.

"The widespread publicity which the newspapers throughout America have given to Mr. Williams' report on waste and over-equipment in printing has created in the minds of the public a most unfavorable impression of the efficiency of the printers of this country. Consequently, it is evident that prompt and effective action must be taken by the printers of America through the U. T. A. and its local organizations to offset this portentous reflection upon the printing craft. In other words, we must face the fact that the buyer of printing *is on strike* against the high cost of printing and printed advertising and that he feels, particularly after seeing the publicity of the Society of Engineers, that something is wrong with conditions, and that something should be done immediately to reduce this enormous waste in printing—due largely to over-equipment.

"Another burden of the printing industry—which all of you realize only too well—is the greatly increased labor costs with which you have been saddled.

"The U. T. A. has made a big forward stride in bringing about the standardization of the raw materials you use, with a view to reducing the cost of paper, machinery and other items you buy. Seven national organizations of printers, lithographers, engravers and buyers of printing have agreed to the vital necessity of reducing costs of raw materials through the U. T. A. simplification and standardization program, and this is going to mean much to you toward getting your business on a better basis for efficiency and profit.

Printed Salesmanship

Exemplifying in its every detail the highest order of art and craftsmanship, "How to Buy Printing," is a comprehensive book recently issued by the Charles Francis Press of New York. Perhaps never in the history of the printing industry has a work of this nature been created to place in the hands of the buyer of printing. The book is a work of art. It covers in every detail the various departments of the Charles Francis Press. No essential is lacking that would in any way convey to the buyer of printing an impression that his work, placed in the hands of the Charles Francis Press, would not be delivered to him in a manner that would reflect credit upon the producer and the consumer. One thing is particularly noticeable about this work. While every department of the industry is covered, it does not savor of the mechnical. It is interesting, instructive, and beautifully handled from a typographical standpoint, splendidly detailed from the angle of color, and wonderfully well printed.

In short, it is the kind of printed salesmanship that builds for permanence in the printing industry.

"But—even allowing for the benefits of simplification and standardization—the progressive printers of this country are already recognizing the fact that over-equipment, low production and high labor costs are the great obstacles that must be overcome before the goal of greater profits can be attained. Moreover, many printers realize that the only way they can bring down these costs and overhead expenses is to increase their present volume of business double. In other words, the printers of this country have got to secure two printing jobs where they now have but one.

"The modern method of manufacturing and merchandising—or 'the big, new idea,' as it has been called—is based upon *production analysis*. The manufacturer first determines how many units or types of machines he can operate and how many units of merchandise he can turn out with those machines in a month, if his factory is run ideally, efficiently, and at full capacity. In other words, a machinery manufacturer, for example, determines that he can produce 100 machines a month in his factory at full capacity. Then he analyzes his market to find out whether that market will absorb 100 machines a month, and, if necessary, *enlarges his advertising* and *selling organization* to make the sales necessary to take care of the full production of 100 machines a month. If, on the other hand, he finds that the market cannot absorb 100 machines a month, he knows at once that his factory is too large for the market, and either cuts it down *or else finds another product that he can fit into his factory* to keep his various departments and production units properly balanced and running at full capacity. That, gentlemen, is the modern policy of manufacturing and merchandising, and it is just as applicable to the printing business as to any other manufacturing business.

"If printers will analyze the amount of composition your composing rooms can turn out in a year and the volume of presswork your presses can handle in a year, you can very easily determine whether or not *your sales force* is capable of securing the volume of printing your presses and composing rooms can deliver.

"We are now in a period when every manufacturer and printer must balance his production with a *sales and advertising organization* sufficient to dispose of the goods produced. One of the most capable printers in the printing trade stated recently that he finds the buying of printing will no longer submit to his printer running only 40% to 50% productive, with the enormously increased overhead thus caused. In other words, the buyer of printing is going to insist that the printers run as nearly as possible on a 100% basis and thus cut down labor and overhead costs through volume production.

"To fill up the gap caused by over-equipment you have got to make *new* printing customers. You cannot bring down costs in printing by *chasing one another's customers for business already in existence.*

"In studying this proposition of creating new business you will almost immediately find yourself face to face with another factor that is interfering with your greater success, a factor to which you may not have paid much attention, but which I assure you is seriously affecting your business more and more each day. I refer to the private printing plant. There is a tremendous amount of job printing and office forms being produced by manufacturers and business concerns, not only on office printing machinery, but on regular press equipment similar to your own. A recent report prepared by a group of large manufacturers on the advantages of the private printing plant would actually shock many of you gentlemen, I am sure. As amazing as it may seem to you, there are about 550 private printing plants in New England alone and thousands elsewhere about the country. Personally, I do not believe in the economics of the private printing plant, but am I wrong in saying that its growth and development are largely due to the fact that we printers have never taken definite, effective measures to head it off? Let's not fool ourselves! You know and I know that the volume of printing done in private plants is going to keep on increasing year after year unless we printers take steps to prove to business concerns that we can manufacture their printing cheaper and give better service on our equipment than they could hope to do it on their own.

"In addition to the work done in the

private printing plant, there is a large volume of office work and general small printing being done by business houses on *more than forty thousand* office printing machines. If a proper cost record were available on this equipment, the cost would prove to be so high, doubtless, you printers would get a great deal more of that business to help you increase your present volume of production.

"Another important factor is the attitude of the average manufacturer that advertising does not pay. This point of view will most certainly have to be corrected before the printers of this country can hope to secure a largely increased volume of business.

"The number of manufacturers and business houses using advertising regularly is practically negligible. You may be surprised to know, for instance, that the largest and most successful advertising publication in the world has but 600 users of space. The number of business concerns which do advertise is away under the number of those which should. There are about 600,000 business concerns in America that make a profit, and if you knew how few of them use advertising it would amaze you. Every one of these 600,000 business concerns *needs the service of a printer, in an advisory capacity*—particularly in the matter of *making Direct Advertising yield them greater returns.*

"To create advertising campaigns based on booklets, catalogs and house organs and to *sell* those campaigns to a concern, is no mean job. It requires salesmanship of the highest type. No printing salesman without a thorough knowledge of the *purpose* and *uses* of the various forms of direct-by-mail advertising can successfully *make printing pay his customers satisfactory returns.* The fact that so many concerns have started to use direct-by-mail advertising, and then dropped it because of poor results, has tended to create a prejudice against printing as an advertising vehicle. In other words, when you print advertising literature and it is mailed out without securing definite results, many concerns do not blame their copy or their proposition, or the conditions under which the campaign was operated, but they blame printing, printing costs, and (by inference) printers. This sort of thing, of course, hinders the development of printing as an advertising vehicle.

"The best authorities on advertising say that more than half of present-day advertising is waste. The magazine, newspaper and billboard operators are recognizing this fact, and the concerns which sell these particular kinds of advertising are building up *creative service organizations* that will intelligently *protect* the buyer and *assure him of positive results.* These intelligent advertising men today realize that they cannot afford to allow a client to fail, in the advertising sense, and that every client who gives up advertising deals a *black eye* to the billboard, magazine or newspaper business.

"Some of you printers may have the conception that effective Printed Salesmanship requires elaborate preparation, refined composition, delicate three-color press work, and many fancy frills and furbelows. You stand aghast and in awe when contemplating it, as something above and beyond you. While some campaigns contemplate elaborate treatment, it should not be overlooked that many of the effective and successful campaigns have been plain A B C printing mixed with common sense and brains.

"While every printer should be prepared to properly advertise his own business and render a Printed Salesmanship service to his customers, he should not in any sense limit his business to this one thing alone. He should, however, make this service an important part of his business along with general and miscellaneous printing, so that when a slack period comes and there is a light demand for some one or more of his products he will still have others to keep him going.

"We face a serious problem in the printing and paper industry. The printing industry has expanded so much in the past three years that if all your presses in the printing and lithographing industries were running at 100% capacity there would not be enough paper mill machinery in existence today to supply your needs.

"The fact is that, during the war and the post-war boom period, the intense demand for everything that could be produced—and this included printing and advertising—caused you printers to buy and increase your equipment, as one printer has expressed it, 'like a bunch of drunken sailors.' The paper manufacturers realize this condition and recognize that something must be done to enable you printers to fill up the enormous gap created by your idle equipment. Through the demands of the printers' organizations, we paper manufacturers have taken a big forward stride by curtailing grades and standardizing paper—your largest raw material—and thereby greatly reducing its cost. We hope that you printers will co-operate in offsetting present high costs and the enormous over-equipment of your business by *developing your sales departments* to a very high degree.

"Before going into the details of the plan I offer you here, I want to try to impress upon you the seriousness of the situation and to convince you of the absolute need of taking prompt and vigorous steps to cope with it.

"To *create more printing salesmen* and to imbue them with a knowledge of the real value of printed advertising is going to take time, but it will have to be done. To *make the large number of business concerns of this country use Printed Salesmanship regularly,* and as a regular part of their business procedure, is no easy task. Business men are not going to appropriate sums ranging from $5,000 to $50,000 a year for printed matter unless they are positively convinced that you can show them how to use that printed matter for definite profit.

"It has taken the keenest type of brain to sell advertising space in publications and newspapers regularly, and it will take the keenest type of brain to build up large, regular accounts in printed advertising. I, therefore, hope that you will give your most careful consideration to the plan which I am going to offer—a plan which we believe is a *real solution* of the problem which confronts you. The plan is mapped out for *one year's intensive effort,* and my company is going to pay all the bills and supply all the material—the ammunition—and you are merely to do the shooting.

"This plan or campaign is first intended to tell the buyer of printing in this locality that your local organization is really benefiting the buyer of printing first and is a *constructive* force in this community that is going to help the buyers of printing get maximum results from the Printed Salesmanship they buy; and, further, that this local organization is here to see that every individual printer in the organization renders the utmost in service and ideas to his individual customers. The idea is to make clear to the buyers of printing that this organization stands fairly and squarely behind its membership with the purpose of making business concerns in this community *satisfied and successful* in their printer relations."

Cuts Courtesy Milwaukee Journal

Some Hohenzollern Bookplates at Doorn

Just before the death of the former kaiserin, ex-Kaiser William ordered 2,000 volumes of his library at Berlin to be sent to him at Doorn. The former imperial librarian chose the volumes, saw that they were marked with the imperial bookplates and shipped them to the former monarch's present residence.

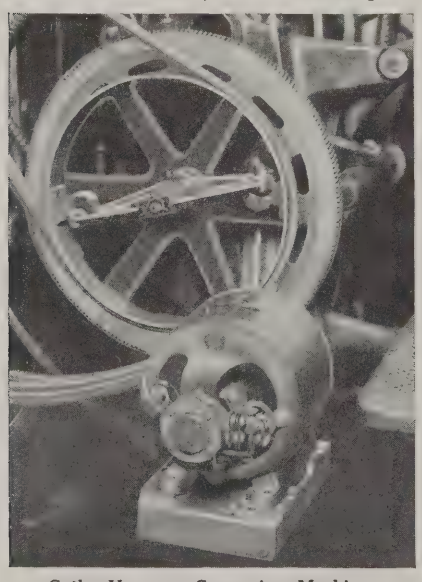
The bookplates pasted into the covers of the books are here shown. The kaiser's plate shows a W formed with books and bears the familiar "ex libris" legend. The kaiserin's also bears this legend. Both are written in Latin.

MACHINE COMPOSITION

C-H Composing Machine Automatic Switch and Motor

The Cutler-Hammer Mfg. Company of Milwaukee and New York has standardized a motor drive and automatic economy switch for typesetting machines, several views of which are shown in the accompanying illustrations. D. C. or A. C. motors of one-third horsepower are furnished and are controlled by the automatic switch for cutting off the current and stopping the motor after a pre-determined time if no work is being done on the typesetting machine. Performance records kept in plants using this type of equipment have shown a saving in current for the typesetting machines as high as 44 per cent. The greater saving, however, results from the elimination of needless running of the machine in cases where the operator leaves his post or has no other work ready. Wear and tear are reduced because the machine is automatically shutdown when not actually in productive use. The time of shutdown may be varied from one to three minutes by adjusting the Automatic Economy Swith. In addition to the motor and automatic switch, motor bracket, pinion, and gear are furnished. This equipment may be secured complete or either the motor drive or the automatic switch separately for installation on new or old typesetting machines.

The motors are specially designed for this service, the armature being carried on Timken tapered roller bearings. These bearings are selected because they will carry as much end thrust as radial load, a desirable feature, since where spiral

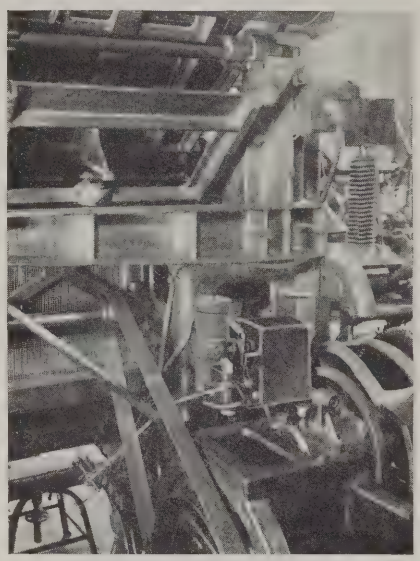


Cutler-Hammer Composing Machine Motor Drive

gear and pinion drive is used there is constant end thrust on the bearings.

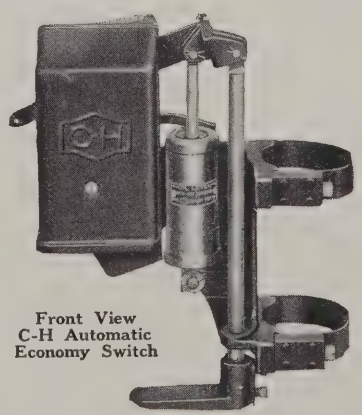
Another advantage of this type of bearing is that in dismantling the parts separate, the rollers being in the shape of a cone, remain on the inner race, slipping out of the outer cone race, which remains on the shaft, while the outer race is slipped into the supporting frame.

To thoroughly ventilate these motors, one end of the armature shaft carries a fan which sucks in air at the pinion end and forces it out at the commutator end. There is a hinged cover protecting the commutator and brusher, but which makes it easy to inspect them. Boxtype brush holders are used instead of radial holders to prevent "chattering."



Rear view of Composing Machine.
The C-H Automatic Economy Switch is shown near center of picture.

The motor feet are recessed to fit a raised portion on the supporting bracket and allows proper alignment of the motor with the gears on the linotype machine. The pinion is held in place by a nut on the end of the shaft, making a positive lock and driving arrangement, but which allows the pinion to be removed and another installed without removing the motor from the bracket.



Front View C-H Automatic Economy Switch

The motor itself and the armature are easily removed. The mounting of the linotype bracket is very simple only requiring that the linotype machine be provided with an extension of 5 inches on the shaft. If this usual shaft extension is not on the machine, it is easy to slip in a new piece of 1¼" cold rolled shaft of sufficient length to replace the old shaft.

Quad System of Cut Mounting

Among the many interesting features displayed at the Boston Craftsmen's Exposition, none was of more particular interest to the mail order catalogue field than the quad system of cut mounting, demonstrated at the booth of the Lanston Monotype Machine company.

To illustrate the advantages of this system: Assume that the catalogue page size is 43x59 picas. The base is cast of Monotype quads, 12 points square, and of a height of .851 of an inch. The quad base is placed on a galley and on a flat surface, permitting the work to be done to the best advantage. The etching is placed squarely on the quad base, using gude rules or type-high bearers at the top, sides and bottom to keep the pattern plate in proper position. The white space (type location) is now clearly indicated on the quad base. The type position is now marked carefully on the quad base, allowing from three to six points play all around for shifting.

The marked section of the quads is now lifted out and the type matter inserted, spaced to the same width and depth as the quads removed.

When all type matter has been properly fitted the page is then ready for lockup and proofing, and, what is of great help to the author, presents to him, upon first proof, a page made up exactly as it will appear in the finished catalogue. For convenience in proofing the illustration can be anchored to the quad base with light wire nails, or anchoring may be postponed until after author's "O. K. for foundry" has been received. Should additional changes be made in copy after illustration has been anchored, or molded, simply unlock the form and lift the etching from the base, renewing the base by replacing the few quads that have had nails driven into them.

The operation described above eliminates the old system of patched pattern plates whereby the type was first set, read and corrected in individual sections, and proof, together with the layout, sent to the author for his final approval. In order to save time the "paste-up" proof is usually dispensed with until after the author's final O. K. has been received, when proof of the type matter is taken on colored stock, while proof of the original illustration is taken on white stock. Type patches are then trimmed closely and pasted on the white proof in position as shown on the layout. This "paste-up" is then sent to the proofroom for additional checking to see that each patch fits properly and according to layout.

The type is then locked up and together with the "paste-up" delivered to the electrotype foundry, where the form is molded, electrotype made, sawed apart, and patches soldered into the original etching. The pattern plate is now finished; but, before printing plate can be made, a proof of this pattern plate must be again sent to the proofroom for additional checking as to the proper position of each patch. Each alteration in the form, while the catalogue is being printed, requires a new series of plating operations.

FIELD OF JOURNALISM

30 University Cubs Work on Newspapers

Thirty of last year's students of the Oklahoma school of journalism have held newspaper positions during the past summer. A number of these, some of whom finished their university course last June, will remain in newspaper work. However, the majority have returned to Norman and re-enrolled in journalism.

As twelve weeks' practical work is required for the certificate in journalism, a number of these students who had not already worked off the requirement were laboring for university credit as well as for the remuneration of the profession.

The collection of newspapers from 34 foreign countries which was on display at the Oklahoma Press association convention in Ponca City in May has been presented to the Oklahoma school of journalism at Norman by the Ponca City chamber of commerce.

Among the collection presented to the school of journalism are some art magazines in addition to newspapers. All countries from which periodicals are included in this collection are officially represented at Washington, D. C

Czecho-Slovakia has the largest representation, with 37 newspapers. Sixteen Japanese newspapers, eleven publications from Greece, eight from Peru are included. A large number of the countries of South America are represented by publications. Some of the other countries which sent papers are Poland, Finland, Switzerland, Belgium, Serbia, Cuba, Panama, Mexico, Sweden, China, Spain, Norway, the Netherlands, Bulgaria, Siam, Denmark.

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Writers Who Produce Drivel Do Their Best

Jim Tully, in The Los Angeles Times

Ben Hecht is a Byronic type. But he is entirely Ben Hecht. Hardly more than 30, this brilliant Jew combines the wit of an Irish Oscar Wilde with a satire all his own. Against the accusation that writers sell out to the movies and the magazines, Hecht said, "No writer ever sells out. He writes at all times the best that is in him. If that best is drivel, it is all he has to sell.

"It is a matter of capacity. There are many men in America who started with something to say. They said it in a book, or two, and got in a rut, and grew middle-aged and bitter against the younger writers who are trying to say something in a different way."

Hecht is well built and well tailored. He might have made a name as a motion picture actor had his inclinations run in that direction. His jaw is square and well cut and his hair rolls back from a perfect white forehead. His clothes are in perfect taste and he wears them jauntily. He is generous in praise of other writers and tollerant of critics who abuse him.

My trail had first crossed Hecht's six years before. He was just beginning to get a name as a writer at that time, and I was slowly and ponderously getting away from my tramping and prize fighting days, learning, with pain, the terrible technic of writing. We talked for a while of those days, and then our talk again drifted to books and the people who wrote them. I told Hecht how Rupert Hughes, one of the busiest men in America, had still found time to go over my 100,000-word novel, line after weary line. "I like Rupert Hughes for that," was his comment when I had finished.

I had talked to Hecht a few hours before while he prepared his copy for The Daily News. For Ben runs a column for The News, called A Thousand and One Nights! It is his duty to find something interesting in Chicago each day. How well he does it can be judged by the popularity of his column.

Hyde is Journalism Director This Year

More than 300 students are expected to enroll this year in the four-year course in journalism at the University of Wisconsin. Director Willard G. Bleyer was granted a leave of absence for this school year, which he is taking in Europe, and Grant M. Hyde, associate professor will be acting director of the course.

Reprinted by Courtesy of The Milwaukee Journal.

Prof. Hyde is a graduate of both Yale and Wisconsin and was formerly managing director of Popular Science Monthly, associate editor of Popular Mechancs, and later feature editor of The New York Evening Mail. He is the author of Newspaper Reporting and Correspondence, and of Newspaper Editing. He is editor of The University Press Bulletin, published weekly, which provides university news to newspapers of the state.

W. & L. Memorial School of Journalism

Major Powell Glass, editor of the Lynchburg, (Va.) *News*, has been appointed chairman of the committee for the Washington and Lee Memorial School of Journalism, to carry out the resolutions passed at the last annual convention of the Southern Newspaper Publishers Association, that the newspaper men of the South re-establish this school as their special tribute to its founder, General Robert E. Lee.

The plan was first presented at the convention of 1921, and the association by resolution agreed to give its support. Following this a number of state press associations publicly endorsed the movement and pledged their support. At this year's convention a number of members headed the subscription list with several subscriptions of $1,000 each. The complete committee will be announced at an early date and plans for the campaign will be outlined.

Journalism Day at Brookings

Editors and managers of all high school publications in South Dakota have been invited to attend Journalism Day at State college, Brookings, which is being held under the auspices of the department of agricultural journalism, October 27.

The program will include addresses by well known newspaper men, discussions on the problems of school papers, ideas in management and opportunities of a journalistic career. In addition to the formal program there will be a banquet, an exhibit of high school papers, a lecture and demonstration at the School of Printing, and a visit to the famous State college chrysanthemum show and other events.

The high school representatives have also been invited to remain in Brookings Saturday, October 28, when, as guests of the college, they will be given free admission to all Hobo day events, including the football game between State college and the University of South Dakota. The student representatives will be given free lodging in Brookings homes.

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Oklahoma School of Journalism Enrolls 181

Total enrollment in the University of Oklahoma school of journalism on Friday, September 22, reached 181. This is the largest registration ever recorded in the school, and is an increase of 36 over the enrollment of 145 reached in the first semester of last year.

Further additions to the total are expected, as students are still entering the university, and will continue to enroll for the next week or two.

The total enrollment of 181 represents 116 individual students, a considerable number being enrolled in more than one course in the school. The individual enrollment also represents an increase over the first semester of last year, when 100 individuals took work in the school.

Men now outnumber women in the school by a larger margin than ever before. Of the total of 116 students, 76 are men and 40 women. During the war the sexes were approximately equal in numbers, but the enrollment of men has steadily increased since 1918-19. Last year, in the first semester, 56 men and 44 women were enrolled.

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Newspaperman to Study in London

Paul Carpenter, a Milwaukee newspaperman, left recently for New York, where he will embark for England, to remain for three years.

His father says the young man will attend Oxford university for two years, studying literature and journalism, and then spend a year in London in gaining practical knowledge of journalism. The younger Mr. Carpenter was educated at Marquette academy and at the Newman school, a preparatory institution in New Jersey, from which he graduated just in time to enlist and go overseas as an aviator.

Department of Newspaper Criticisms

MADISON LAKE (MINN.) TIMES—Body type much too light for a newspaper; where ten point face is used it would be desirable to employ twelve point column rules so as to give more white space between type and rules. Make-up generally good. Varying borders on ads would improve typography. Cartoon on first page would liven up the bottom of the paper if used there instead of at the top.

★

WASHINGTON (PA.) OBSERVER—A fine bit of newspaper making that is ideal from every angle. General appearance shows that you study modern methods very closely and know how to use them. Large mass of display advertising well handled, and typography very good. Still more extensive use of cap and lower case heads instead of condensed Gothic caps would about constitute the only change we could suggest.

★

VANCOUVER (B. C.) SUN—Admirable newspaper making in every department. Make-up generally good. We often wonder if any newspaper is doing the advertiser a service by permitting him to use such large black type and heavy borders. This seems to be particularly true of theatre advertising. We believe your tendency to use so much bold face in connection with news articles has a tendency to savor of editorial opinion and make the pages look rather spotty. One of the best papers I know of has no emphasis of any kind in the news items. It uses all caps and lower case heads throughout, and is the leading paper in one of our largest cities. This refutes the fallacy that the news must be billboarded in order to sell papers. Your advertising typography is universally good.

★

OKETO (KAN.) EAGLE—Think you are going far afield in using so many styles of type in your heads. Believe you would have a better looking paper and more in conformity with good typography if you confined yourself to Cheltenham bold which you use in part. Style of head is very good. Editorial page splendid. Elimination of all inside rules or ornamentations for filling space in display advertising is suggested. White space will be much more pleasing and make advertising easier to read. Style of make-up is very pleasing.

★

JASPER (MINN.) JOURNAL—Endeavoring to maintain a symmetrical style of make-up has a tendency to make your first page rather dead and uninteresting. Use of two or three column heads to break monotony would make for improvement. Make-up is well handled, except that local happenings could be played up in a more interesting manner if heads, even if single line, were used on the larger items. Cut-off rules between ads should be all the same style. You can secure a border slide for a couple of dollars of a design that would be very pleasing. Last page, in which you handle news of another town is very unique, but practical.

Publishers and editors are invited to send to the National Printer-Journalist, Montgomery Building, Milwaukee, Wis., copies of their newspapers for constructive criticism. This department aims through intelligent, honest review to be helpful in improving the typography and general makeup.

HARPER (KAN.) ADVOCATE—Good stuff we'll say, from the standpoint of make-up and ad composition. News matter would look better if set on a nine point slug instead of ten point, and would be easier to read because your face is rather light and the spaces between the lines are a little bit too great for easy reading. Borders of varied designs used on different ads rather than having them so much the same would make your display advertising more practical.

IF IT WILL HELP MARINE CITY WE ARE FOR IT

The Marine City Independent

BEST ADVERTISING MEDIUM IN MARINE CITY

Vol. 4, No. 24. MARINE CITY, MICHIGAN, THURSDAY, AUGUST 24, 1922. $1.00 Per Year in Advance.

CONDITION OF CROP IS SLIGHTLY LOWER THAN LAST MONTH

FRUITS AND TRUCK CROP LOOKS FAIRLY GOOD THROUGHOUT ENTIRE STATE

LACK OF RAIN FALL BLAMED

Rainfall Was Plentiful in Central And Northern Michigan and All Crops Are Looking Thrifty

The average condition of nearly all crops in the State according to the August 1 report issued by Jabez A. Doelle, Commissioner of Agriculture and Verne R. Church, Agricultural Statistician, U. S. Bureau of Agricultural Economics, is slightly lower than one month ago. This is mainly due to a lack of rain fall during July in the southern four tiers of counties. The drought became quite serious in St. Clair, Macomb, Wayne and portions of nearby counties toward the end of the month. The rainfall was, ample in central and northern Michigan and all crops were in a generally healthy condition. Some hay was damaged while being cured by the frequent rainfall in these portions of the State. The yields of wheat and rye proved to be disappointing in many localities as has been the case in surrounding states. Fruit and truck crops promise well.

Corn: The condition of corn fell from 90 to 85 per cent. during the month of July. Promising a crop on August 1 of 60,534,000 bushels as compared with 68,417,000 bushels last year. While all except late-planted fields are in fairly good condition, the weather has been too cool for rapid advancement. Corn was also did much damage in some northern counties early in the season.

Winter Wheat: A large number of reporters mentioned that threshing yields have proven to be somewhat less under their estimates. While the straw was generally heavy and the heads well filled, the grain in many cases was shriveled to be short and poorly filled. Should fly and chessel noise damage this was expected. The average yield per acre is placed at 15 bushels and the total production at 13,579,000 bushels. The 1921 crop was estimated at 13,712,000 bushels and the average yield per acre was 15 bushels. Some of the reports of considerably shrunken, and some of it is very plump and testing as high as 61 and 62 pounds per bushel.

Spring Wheat: The condition of spring wheat is slightly lower. Cut-worms or three points above the ten year average. This should make a crop of approximately 578,000 bushels. While the acreage is smaller, the prospective yield is higher than that of last year.

Oats. The crop has steadily improved during the latter portion of the growing season and the present condition of 87 per cent, is one per cent. better than the ten-year average.

The indicated crop is 287,321,000 bushels as compared with 28,101,000 last year, 35,000 bushels, or 8.5 per cent. of last years crop was cut on the farms of the State as hay.

Barley: Harvesting is completed in most sections. Condition reports and threshing returns indicate a crop of 9,397,000 bushels as compared with 6,116,000 last year.

Rye: Threshing returns are proving disappointing in many sections. Correspondents report a yield of 12.5 bushels per acre as the state average making the total production 2,625,000 bushels as against 3,346,000 last year Buckwheat: The result of an acreage inquiry shows an increase of eight per cent. over last year, a total of 42,000 acres planted this year. The condition being one point above growth to date has been satisfactory for the ten-year average. The condition represents a crop of 1,033,000 bushels.

Potatoes The present outlook is for a crop of 34,418,000 bushels, the condition being generally favorable in all except a few sections where the ground has been too wet or where hoppers and aphis have done considerable injury. The present condition is five per cent above the tenyear average for August 1. The forecast for the United States on August 1 was 439,940,000 as compared with a production of 349,283,000 last year.

Hay: More than one third of Michigan's crop land is devoted to hay the acreage being nearly double that of corn which is next in order. The estimated acreage of tame hay is 3,142,000 and of wild hay 2,000. The high condition of 96 per cent. represents a crop of 4,315,000 tons, or only a little less than the record crop of 1916. The yield of clover seed was 1.48 tons per acre. Timothy has a high condition figure of 97 per cent. although some of the second cuttings are not as good as usual.

Pastures: The condition of pastures at 87 per cent, having fallen off four per cent. since the previous month

(Continued on back page.)

Gasoline and Liquor Didn't Conflubicate

A happy and good natured fellow by the name of Smith who came from Imlay City Sunday with friends by auto to witness the ball game met with a painful accident at Mitchell's corner on West Boulevard when their Buick touring car skidded and went into the ditch. Smith received several bad cuts around his eye and according to Dr. Lang is quite fortunate in having two eyes upon his return to Imlay City.

Although it was reported Smith was not feeling, it appears to us as though some one was trying to mix gasoline and moonshine on their way to a base ball game. Anyhow the car was towed into Geo. Lyon's garage and but yesterday we guess George's got some of the long green our local fans lost on the game

AUTOS COLLIDE AT MAIN STREET AND BROADWAY

CHEVROLET SPEED BUS WITH TEN PASSENGERS KNOCKED OVER

RIGHT OF WAY WAS QUESTION

Only One Woman Received Slight Injuries—Child Of One Year and Other Occupants Unhurt

An automobile accident which nearly resulted in several deaths, occurred at Main and Broadway on Sunday night at about 8:30, when a Chevrolet four-passenger touring car running west on Broadway collided with a Chevrolet delivery car running south on Main Street Drivers of both machines deny they were going fast, but witnesses state they were running about 25 miles an hour. Both machines were owned by local parties.

The Mitchell car hit the Chevrolet almost opposite the driver's seat on the left hand side and turned the latter over completely over on the street car tracks at Broadway and Main Street crossings. The Chevrolet which contained nine people was a delivery car with seats on both sides and was heavily screened. Had it not been for the screen the accident would probably resulted more seriously, but the result was that the screen prevents from being thrown out of the car and the only injury was to a woman who received several cuts on the wrist from flying glass from the windshield.

The Chevrolet was righted and the Mitchell was moved to Ketcher's Main street property. The owners threshed it out as to who was to blame.

"It's the same old story." "Who had the right of Way?"

Some argue the machine running parrell with the rail-road track has the right of way, while others said the machine on the right had it.

However through the courtesy of Capt. J. A. McDonald we publish the law for this particular place as we find it in the state road laws.—

371) §4814.- Sec. 18. A person operating a motorcycle shall, at the approach of a couple of other motor cars, give a the person riding, leading or driving a horse, or horses, or other draft animals, bring such motor vehicle immediately to a stop; and if requested by an apparent owner, such main stationary so long as may be reasonable to allow such horse or animal to pass, and if traveling in the opposite direction, a reasonable caution in thereafter passing such horse or animal: Provided, That in case

(Continued on back page.)

Mrs. Dwight Dies At Alma, Buried Here

Juliette Dwight, aged 71 years, passed away at the Masonic Home at Alma, on August 18, after a year's illness.

She was born in New York on June 5, 1851, and was a resident here about six years ago

The deceased leaves no relatives, ten son having passed away six years ago in this city.

The remains were brought to this city and the funeral held from the Baptist church, Thursday afternoon. The remains were laid to rest beside those of her husband, in Woodlawn cemetery. Rev. Norman Hayes officiated at the services which were in charge of the local Masonic lodge.

A Linser Ad will sell it for you.

A Close Finish Caught By The Artist's Pen

With the fastest horses in the United States and Canada coming to the Michigan State Fair, Detroit, for the six-day running meet to be held in conjunction with the Seventy-third annual exposition, September 1 to 10, many a close finish is anticipated. This artist sketched this finish at one of the recent meetings at Windsor, Ont., just across the river from Detroit.

Former Local Pioneer Dies in Detroit; Age 89

Many of the pioneers of Marine City will be surprised to hear of the sudden death of Mdrmn Schulte, an old resident of the shipbuilding days of this community

Mr. Schulte passed away in Detroit Tuesday morning at an advanced age of 89 years.

He came to this country from Germany when a boy and after stepping foot on the land of free, came to Marine City (Newport at that time) and made his home here for many years, later moving to Detroit, where he has nine children.

Mrs. Schulte died last February.

During Mr. Schulte's life in Marine City he was employed at the local ship yards.

The death of this old pioneer marks the passing of the last one in the family. The last one previous being his sister, Mrs. Catherine Dorroff, mother of Miss Kate and Frank Dorroff of this city

Miss Dorroff will attend the funeral ceremony in Detroit, where the remains will be laid to rest.

IMLAY CITY TRIMS LOCAL NINE, 6-3

LARGE CROWD OUT AND LOTS OF MONEY TAKEN HOME BY VISITING FANS

Before an audience of about one thousand fans, with approximately $1500 at stake, the Marine City base ball team went down to a decided defeat at the hands of the fast Imlay City nine at Dunbar's field, Sunday afternoon to a score of 6 to 3.

Although there were some raw decisions made it is unproved, it was a fast and interesting game from start to finish.

Burr was in the box for Marine City while Wilkinson handled that position for the visitors.

The visitors carried Schaffer, of Pt. Huron and a couple of other well known players, while Marine City had their old lineup.

Sunday's game is the second time Marine City has met defeat at the hands of Imlay City, who also handed a fine trimming to the fast Capac nine which won the County championship in a series offmanse with Marine City last fall.

Several Algonac business men intended Sunday's game and the majority left as did the Imlay City fans with smiling faces and the "long green."

HOUGHTON PHYSICIAN GETS STATE POSITION

Lansing, Aug. 23.—Dr. William K. West of Houghton, Mich. has been appointed examining surgeon for institutional work in the Upper Peninsula. He has been announced by Dr. R. M. Olin, state health commissioner. Dr. West will supervise the mine of the mining companies of the Copper Country. The surgical work at the branch prison at Marquette, will come under his supervision.

Speaking of white caps, two rustic sports were uncertainly flivering their way home from the county seat. "Bill" and Henry. "I wucks to be careful. Five thing y' know you'll have us in a ditch". "Ha!" said Bill "I'm satisfied." "Why I thought you was drivin."

LOCAL OFFICERS RAID CATTANACH HOME FOR BOOZE

PUTS UP STUFF AUTOMOBILE FOR SECURITY WHILE HEELING BONDSMAN

DISORDERLY HOUSE THOUGHT

Complaints Made By Neighbors Come Detroit Man's Arrest Last Monday Night By Local Officers

A complaint from the residents of Pitkard and North Williams streets to Wm. H. Cattanach led to the arrest of a Detroit man by the name of Williams last Wednesday evening for handling liquor and running a disorderly house.

Williams came from Detroit about two weeks ago and rented the old Cattanach house on the corner of Pitkard and Williams streets for one month. The house was not to a very good condition to rent, but Williams stated that he would put up a few curtains and that the place would be plenty good enough for him.

Everything went fine for a few days, but after that the neighbors frequently saw a certain bunch of men calling at the house regularly, and they also saw two local young women visiting the place occasionally In putting two and two together, their suspicions became aroused and a complaint was made to Constable Cattanach who immediately went to Judge Mann for a search warrant, and a warrant for running a disorderly house.

While Judge Mann was making out the warrant word was sent to Williams and in the meantime the supposed-to-be-liquor was removed to the land of the unknown.

However, the warrents were served by Constable Cattanach, accompanied by Marshal Lindow and Deputy Sheriff Frank Baker.

Williams being unknown in Marine City had no one to go his bonds or put up his car, a State touring, for security until he went to Detroit and ball for freedom.

His trial was set for Wednesday morning in Judge Mann's court at the city hall at ten o'clock.

Williams appeared in court Wednesday morning with a Detroit attorney and because Judge Mann did not properly make out one of the warrants the case was dropped and Williams has vacated the Cattanach house and returned to Detroit with his car.

May Divide Third Ward, Say Officials

The division of the Third ward into two parts will be a project of the near future, it was declared at a recent meeting of the city council.

This ward embraces all the territory east of Belle river and is nearly as large as the first and second wards together. Not only would the division of the ward be of value primarily in giving residents of that section further representation but it would also be an aid to proper fire protection. During the past year several fires have broken out in the ward and have been difficult to locate by the fire whistle signals because of the size of the ward.

TAG DAY NETS LIBRARY $125

SPIRIT SHOWN THROUGHOUT VARIOUS WARDS WAS VERY SATISFACTORY.

The "Tag Day" held last Saturday for the benefit of the library was a great success and netted the organization about $125.00

About 10 o'clock the children began their campaign among the households of the city and the older workers were looking after the business houses and people on the down town streets. Reg. Lang took a party of canvassers through Woodworth and part up the river road and Mrs. Robert Fisher carried the workers through Third ward. The sport was excellent and the response by people generous. The result was very satisfactory to all who participated.

The heaviest contribution was brought in by Miss Beth Bird and held twenty dollars. Miss Kimball, of Cleveland, who, helping the work along collected over fifty cents and others had various amounts according to their territory. Helen Foster proved the champion among the children again this year, her day's collection being more than $5. However all did fine business and all rejoiced at the happy results. The ladies association tender their thanks to all who helped, both young and old and promise some new books soon.

$60,000 ALLOTED FOR ST. CLAIR RIVER IMPROVEMENT

An allotment of $60,000 out of the appropriations for river and harbor improvements for the year of 1923, has been made for the improvement of the St. Clair river. A further allotment of $8,000 has been allowed for the improvement of Black river.

This money is available from the appropriations made by congress last year.

John Brown, of Brown City, climbed through a window of his house and saved several members of his family from the flames caused by a lamp explosion. The house was saved, but furniture and clothing was destroyed. Brown was watching by the bed of a sick child and had just gone out for water when the explosion occurred.

China Missionaries Return On Furlough

Mr. and Mrs. George N. Jones have had the pleasure during the past week of entertaining some folks of prominence in the persons of Dr and Mrs. Thomas H. Cocke, who were their guests Thursday, Friday and Saturday of last week.

Dr. and Mrs. Cocke have recently returned from China on a furlough, where they have been engaged in Missionary work for the past 18 years. They are visiting in various cities in the states accompanied by their two children, who have remained in this country during the absence of their parents, to attend college.

Mrs. Cocke will be remembered as Miss Cora Sheppard, who taught school in the old Masonic rooms over the Opp house. She was the daughter of Elder Sheppard. They will leave soon for another 5 year term in the Orient.

BRICK, GRANITE BLOCK STREETS SERVES 2 LIVES

GENERAL LIFE OF THIS STREET RANGES FROM 20-30 YEARS OR MORE SAY OFFICIALS

CUTS BIG COST IN BUILDING

Laying Brick With Asphalt, Streets Of Illinois Coast As Very Officials State

One of the most outstanding economies now being practiced in street and highway paving is found in the use of old vitrified paving brick or elsewhere instances these old pavements under which the artificial base has been disturbed. A recently conducted survey shows that this practice is saving many tax burdened communities thousands of dollars.

There are numerous American cities that find themselves with brick pavements ranging in age from 20 to 30 years or more, in scattered instances these old pavements show signs of roughness. At this time they were built there was no indication that they would be called upon to stand such traffic as that prevalent since the advent of the heavy motor truck. Many such pavements have no foundation other than the natural soil. Others have extremely thin and nonsubstantial concrete bases, which, however, were adequate for light or medium traffic.

Present day heavy traffic has disturbed the thin base in some instances and the result is a rough surface. The first practice in meeting this situation was to apply a resurfacing coat over the brick or block. This practice, frequently proved costly because the depressions in the base naturally reappeared and frequently patching of the new coat greatly increased maintenance costs.

Engineer investigating this situation found in the majority of cases where roughness of surface developed that the brick themselves, because of their toughness and density, were in the most part uninjured and could only very slightly worn on the upper side.

The practice then developed of removing the brick, constructing a new substantial base, and relaying the brick by turning them over and applying asphalt between the joints. In the case of granite block, recutting often is reverted to

Numerous cities have adopted this practice in preference to sealing to maintain resurfacing. The brick or block despite their many years of service, are practically as good as when set with a more substantial setting, and have a permanent good for another generation is often obtained.

As an indication of how wide spread this practice has become in recent years the survey points at random to the following as a few of the cities that have adopted this method of reserving pavements; Meridian, Mississippi; Pensacola, Florida; Tonawanda, N. Y.; Alton, Illinois; Lancaster Ohio.

Fake State Police Working Highway

Numerous complaints have been received by the state police detachment here of fake officers representing himself to be a state police officer has stopped motorist on Gratiot highway and has taken deposits to insure his arrests appearance in Court. Descriptions of the supposed officer are that he is a man of medium height, weight and has curly brown hair. Consent of the same material, except when it is hot weather then he wears a blue shirt with no coat. He rides in a Ford touring car with the letters S. P. printed on the side of it. Any person who may be stopped by this officer are requested to call the State police headquarters at St. Clair 400.

(Continued on back page.)

SPECIAL ELECTION TO BOND CITY FOR $10,000, SEPT. 12

MONEY TO BE USED FOR RECONSTRUCTING SEWERS AND SIDEWALKS

INTEREST NOT TO EXCEED 6%

City Council Met Thursday Evening Regular Routine Of Usual Business Was Transacted

At last Thursday's meeting the city council decided to hold a special election at the garage Primary Election, on September 12 for the purpose of bonding the city for $10,000.00 for re-constructing sewers and side walks and paying the city's portion of new side walks. These bonds are to be designated as Public Sewer and Side Walk City Portion Bonds. They will bear interest at a rate to be determined by the city council, the rate is ot to exceed six per cent. per annum, payable semi-annually, on the first day of May and November of each year, and shall be issued in the denomination of $500.00 of $1,000.00 each, as the council determine, bearing date as of November first, 1922

These bonds are to be serial bonds and are to become due and payable on the first day of November, 1932, in the amount of $1,500.00 and a like amount each succeeding year thereafter until all are paid and retired. Interest are to be raised by tax upon the taxable property of Marine City by spreading the same on tax rolls of the city each year in the amount sufficient to meet the interest and to redeem the bond as same become due and payable.

An assessment will be levied each year to meet the amount of bonds maturing in each year and the interest on all outstanding bonds at the issue, principal and interests to be collected at the time of the city treasurer, or such other place as the city council designates.

(Regular Session)

A regular session of the Common Council was held at the Council Chamber, City Hall, on Thursday evening, August 17th, 1922 The meeting being called to order by the mayor, Otto A. Gotz —Present, Ald. Bower, Brice, Cook, Lenz and McDonald.—Absent, Ald. Dupuis.

The minutes of the previous meeting of Aug. 3rd and 10th were then read and approved.

The clerk then read a communication from Burt D. Cady relative to the A. J. Smith Construction Co's claim and a petition from Attorney John W. Zelesing in Burt D. Cady vs. Brice, waived, supported by Ald Lamb that the communication be accepted and placed on file. Carried

The usual claims and accounts were then read. Ald. Bower moved, supported by Ald. Lamb that the several bills as read be allowed and orders drawn for the amounts as Carried by unanimous vote.

Ald. Lamb moved, supported by Ald. McDonald, that Ald. Bower get bids on the painting of the Broadway bridge. Carried.

Ald. Brice offered the following resolution and moved its adoption, supported by Alderman Lamb:

Resolved, That the city clerk is hereby instructed to give notice to the qualified electors of the several wards of Marine City of the publication for the approval or rejection by said electors of the proposition to borrow the sum of Ten Thousand Dollars on the faith and credit of said city, and issue bonds therefore, in accordance with a resolution passed by the Common Council of said city.

Resolved further, That said proposition will be submitted to the electors at the general primary election to be held in the several wards of said city on the 12th day of September, 1922, and that said City Clerk, is further instructed to prepare proper ballots in substantially the form as prescribed in said resolution authorizing said question to be submitted and post the proper notices thereof in the several wards of said City, as required by law.

Resolved further, That the City clerk, is instructed to give notice of registrations for all unregistered qualified voters, of the Black river stopped materiel on Gratiot highway and has taken deposits to insure his arrests appearance in Court. Descriptions of the supposed officer are that he is a man of medium height, weight and has curly brown hair. Consent of the same material, except when it is hot weather then he wears a blue shirt with no coat. He rides in a Ford touring car with the letters S. P. printed on the side of it. Any person who may be stopped by this officer are requested to call the State police headquarters at St. Clair 400.

(Continued on back page.)

A Splendid Example of A Symmetrical Style of Make-Up Which Does Not Suffer Because of Uniformity

THERE is nothing strained about this first page or having the appearance of untoward planning to make everything come out even. A three column head in the center at the bottom of the page is about the only thing that would enhance the appearance of this perfectly balanced page.

The Marine City Independent is one of the best papers in Michigan. It has always been known as a successful publication and has a large following in its community and surrounding country. The paper all the way through reflects care in the preparation of its news and minute attention to mechanical details.

COONEAUTEVILLE (PA.) COURIER—Think you have a nice looking paper except that the news matter should be uniform instead of some of it's being excessively leaded as on your first page of September 27. Heads in very good taste. Would not suggest running front items without heads on first page. Inside pages would be improved if ads were grouped a pyramid style on the right hand side of the page, though this may be a local situation that you cannot very well overcome.

★

ANTIGO (WIS.) HERALD—Cap and lower case heads would make a big improvement in your first page in contrast to all caps which you use all the way through. Editorial page is unusually good and conducive to give real reader interest. Excessive space between ads could give way advantageously to bringing the ads close to the cut-off rule. Advertising shows more than ordinary care in composition.

★

WHITE PIGEON (MICH.) NEWS—Country editors often wonder why it is hard to secure advertising. Perusing some of the publications which come to our desk the secret is really not a deep one. This is not meant in general criticism of the News, though the thought suggests itself after seeing the White Pigeon Lumber Co., advertisement, which uses up quite a bit of space with only a cut of a house and the signature. There is nothing to create interest in the mind of the reader, and from the apearance nothing to sell. Date line on first page much too large; cut-off rules on either side of date line should be the same, preferably a light faced parallel. Studying advertising composition of some of your good Michigan papers will give you many ideas that will help you improve your typography.

★

MARIANNA (ARK.) COURIER-INDEX—First page make-up and treatment of heads is unusually good. The broken up style of make-up appears to very good advantage and makes an interesting page. Believe if you would use a single column drop head of two or three banks, made up of 14 point century bold italic, in conjunction with the two column 24 point heads, you would have an ideal head scheme. Note your tendency to group ads indiscriminately and sandwich news around them. If this is the idea of the advertiser in order to gain position along side of news, it is not getting him very far because it makes all advertising uninteresting. Group all ads at the right side of the page pyramid fashion. It gives every advertiser good news position and permits you to make up an interesting, pleasing page. The tendency to use so many plain black rule borders on ads gives your paper a somber appearance. Suggest varied weight of rules, such as two or three line parallel, and set designs of borders, slides for which you can secure at low cost. Editorial material looks better in 8 point than in 10 point.

★

LONG PRAIRIE (MINN.) LEADER—A real good paper, splendidly handled in every detail. Large amount of business given good treatment. Your handling of advertising makes plain that the business is not hard to get. Editorial page particularly good, and very interesting country correspondence well handled.

Nestor of Journalism

In John T. Beem, editor and publisher of the Du Quoin (Ill.) Tribune, Du Quoin claims the honor of being the oldest active-journalist in the United States, with the longest record in his profession. Starting as a printer's "devil" at the age of 10, Mr. Beem has been in newspaper work ever since except while serving with the union cause during the civil war. He is 82 years old. His record is seventy-two years in journalism. For fifty-four years he has been editor and publisher of the Tribune in Du Quoin. Last August, when he celebrated his birthday anniversary, he received a letter from President Harding congratulating him on his long career in the newspaper field. Mr. Beem is exceedingly active for his age. He wields a virile pen. Beloved of all who know him, he is happy in his work. He hopes to spend many more years in the harness.

★

Goss Press Plant Rushed

The Goss Printing Press company announces that it has orders on hand that will keep the plant operating at full capacity for many months a large number of high speed newspaper presses of large capacity and of various designs are under construction for the foreign field.

The orders for shipment to England include twelve octuples, two sextuples and one quadruple. Two straightline octuples are under construction for South America, one sextuple for Cuba, and four quadruples for Australia.

The American orders comprise rotary newspaper, rotogravure, color and magazine presses of various designs and printing capacities. It is apparent that the Goss company is receiving its full share of the present national wave of industrial prosperity.

★

To prevent erroneous distribution of job type in cases, reproduce the labels on front of all cabinet cases and put the duplicate on the wide strip in center of case, so when the workman draws out the case he sees the duplicate label of the type in the case, staring him in the face. It is a sure cure for the occasional mix-up.

Statement of ownership, National Printer-Journalist (Published monthly at Milwaukee, Wis.), as of October 1st, 1922. Management: Publisher, H. A. Apple, 790 Farewell Ave.; Editor, H. A. Apple, 790 Farewell Ave.; Associate Editor, E. Geo. Myers, 912 Oakland Ave.; Managing Editor, H. J. Larkin, 644 Mabbett Ave.; Business Manager, P. C. Treviranus, 740 Maryland Ave.; Advertising Manager, F. L. Goulston, 528 Prospect Ave. Ownership, Trade Press Publishing Co., Inc. List of Stockholders holding 1% or more: H. A. Apple, 790 Farewell Ave., Milwaukee, Wis.; R. M. Apple, 790 Farewell Ave., Milwaukee, Wis.; F. L. Goulston, 528 Prospect Ave., Milwaukee, Wis. Known bond holders, mortgagees, etc., None. To the best of my knowledge and belief the above is a true statement of ownership, management, etc., as required by the act of August 24, 1912. P. C. Treviranus, Business Manager. Sworn and subscribed before me this 20th day of September, 1922. B. H. Boettcher, Notary Public. My commission expires March 25, 1923.

PEEKSKILL (N. Y.) DEMOCRAT—Rather old fashioned in adhering to practise of placing advertising on first page. Too little attention given feature news. Wave rule not in good taste for cut-off rules between ads. Too much Gothic and bold face type used in ads. Choppy style of make-up is confusing to reader. Suggest pyramid style of make-up ads, which gives you better space for playing up news.

★

CHARLSTOWN (MASS.) ENTERPRISE—The writer knows the Enterprise has a successful paper, and this is more apparent upon looking over one of your copies. A large amount of business is handled, though you will find that studying advertising in other papers (not Boston) closely, and building your typography in conformity, would enhance the value of your paper as an advertising medium and make it much more pleasing to the reader. Would also suggest that you confine type styles to fewer faces. At present there is no uniformity, which is rather confusing.

★

CONSTANTINE (MICH.) ADVERTISER—Heads are uniformly good though we believe the practice of using all italic is a little far fetched. Good editorial page. Would suggest elimination of so many plain black rules around display advertising. $10.00 invested in border slides to be cast on your linotype would give you quite a variety. Too many styles of type used in advertising.

★

HAVERSTRAW (N. Y.) MESSENGER—Treatment of advertising is at variance; some of it is good, and some of it quite the opposite. Borders, without a doubt, help materially to enhance the pleasibility of advertising, if they are used judiciously. Twelve point on editorial page would be more pleasing if two point leaded. First page is very good. Make-up is generally pleasing, except that ads without borders should run at the top of the page rather than at the bottom of the column where they have an unfinished appearance.

★

WAYNE (NEBR.) HERALD—It is really refreshing to have the opportunity of spending a few minutes in looking over your paper. It is a model in every way, especially from the standpoint of handling display advertising. Heads are the best we have seen in a long time except that the latin antique caps could very well give way to caps and lower case. This little change would place your paper in the front rank of newspaper making.

★

LYONS (N. Y.) REPUBLICAN—If you would experiment with two lines of 24 point caps and lower case to be used for heads in place of the 24 point latin condensed caps, you would agree that it would make for quite an improvement in your news columns. First page make-up is quite pleasing and in good taste. Advertising typography is rather erratic—much of it is good, and much of it not so creditable. Suggest that you secure a copy of the Wayne Herald and compare advertising with yours. You can then judge for yourself. News features and editorial page are in good form and show much thought in their preparation. All told, a very good paper.

SCHOOLS OF PRINTING

Federal Linotype School

Disabled war veterans are being turned into practical experienced printers at the Massachusetts Normal Art School in Boston. Not only are they taught the printing craft but they are taught how to estimate costs, order stock and, in fact, are taught how to manage a business of their own.

Charles H. Mason is the director of this school—the Federal Linotype School. He is an ex-soldier himself, having served over a year in the air service in France, and in addition to this he is an expert craftsman.

The school is equipped to get out anything from a calling card to a book or newspaper. The students are given practical experience in all branches of the work and as soon as they are qualified are placed in positions where they become self-supporting and no longer need the aid of the Government.

The work of these war veterans is to be shown at the Second Educational Graphic Arts Exposition to be held in Mechanics Hall, Boston, August 28-Sept. 2. Mr. Mason expressed the hope of being able to have enough equipment and men at the Exposition to get out some sort of a souvenir for the visitors.

Only ex-service men who have been disabled are admitted to the school, and they must either have been printers before the war or have the necessary educational qualifications. Most of the students are shell shock victims and in many cases the process of rehabilitation is a long one. No man is ever sent from the school until Mr. Mason is convinced he is capable of taking an outside position and holding it to the satisfaction of his employers.

The school is run exactly as though it were a commercial printing plant and a man may be dropped from it for any of the reasons he might be dismissed from a position with a commercial plant.

No commercial work is done at the school. All the time is devoted to doing Government printing or work of a non-commercial nature. The men are instructed in making layouts and planning their work so that it will appear to the best advantage.

"People placing an order seldom know how they want the work set up," Mr. Mason said, "therefore to turn out experienced printers we must teach our students how to make up attractive pamphlets, cover pages, programs and cards. They must understand how to balance the type, and how to use the various kinds of type to bring out the important facts."

Not only is printing taught but the students are given work in engraving, gloss embossing and printing on fabrics. Color work, too, they are taught so that the man leaving the school has a thorough knowledge of his job. Even binding is included in the course.

"It isn't our purpose to flood the market with labor," Mr. Mason said, "we want to send out rehabilitated men capable of doing the finest grade of work. The commercial printing houses and the newspapers co-operate with us in placing our men when we feel they are ready to leave us. We have a number of men on Boston newspapers and in printing plants, and a few have found places in New York."

✲

Apprenticeship System in G. P. O.

Frank P. Howard, president of the local Typothetae, Washington, D. C., has been instrumental in inaugurating the standardized apprenticeship system in the big government printing office. In a recent letter to the international office, Mr. Howard writes:

"There is one feature that I especially wish to call your attention to, and that is, the inauguration of the Apprenticeship System in the Government Printing Office. We are in close touch with the Public Printer and the Deputy Public Printer in this work, and we appreciate very much the splendid assistance given us by Col. Miller in sending Dr. Hawkins to Washington for a conference with the Government officials on this matter. Public Printer Carter and Deputy Public Printer Green have gone into the matter quite thoroughly with Dr. Hawkins and they are going to adopt our apprenticeship program and use our apprenticeship leaflets as a guide and for class instruction in their school. They have started this work by putting on 25 boys, and I am advised that later on they will increase this number materially. This will mean much for the industry and I am greatly gratified to have them tie up with the U. T. A. on this important matter."

✲

More Scholarship for Carnegie Tech.

Two scholarships, of $200 each, have been donated to the department of printing and publishing at Carnegie Institute of Technology, Pittsburgh. The donors are the Miller Saw-Trimmer company, whose scholarship is their second annual gift, and the McGregor-Cutler Printing company, both of Pittsburgh. The awards are to be made at the discretion of the faculty to students showing scholastic aptitude.

The department of printing and publishing at Carnegie Tech is held in high favor by the printing trade in Pittsburgh and the vicinity. Many of its students are sent to the school by various printing establishments in the city. Its night classes are especially popular, and each year the department has had to close enrollments prior to the opening of the fall term.

The regular four-year course leading to the degree of Bachelor of Science in Printing is designed to equip its graduates for executive capacities in the industry. Two-year courses in elective subjects are given to students requiring specialized training.

✲

Those who have much trouble with rust on composing sticks, rules, etc., should prepare a mixture of one part fat oil varnish and five parts rectified spirits of turpentine and coat the tools with it. The rust nuisance will be abated in this manner without recourse to the usual sandpapering and scouring methods so detrimental to the accuracy of fine tools.

Baltimore Starts School of Printing

Baltimore is now assured of a school of printing. It is to be a joint enterprise of the Baltimore Typothetæ and the city board of education. The board of education has furnished the entire first floor of one of the grammar schools in which to house the school of printing. The school board will also furnish the instructors and general maintenance of the school. The Baltimore Typothetæ will furnish the equipment, but retain title to the same.

The school board has appointed an advisory committee, consisting of three employing printers, who are Typothetæ members, and three employees. This advisory board passes upon all such questions as equipment, teachers, courses of study, and co-operative arrangements with the industry.

The school is under the direction of Mr. Charles W. Sylvester, director of vocational education for the city of Baltimore. He has had wide experience in the field of vocational education.

The plan includes courses in hand composition, platen and cylinder press work, linotype and monotype. It is also expected that the Baltimore School will serve as a printing trade school for the whole Fourth District Typothetæ Federation.

The Typothetæ members of the advisory committee are Messrs. Dalsheimer, Passano and Fiddis. Mr. Passano is also chairman of the apprenticeship committee of the Fourth District, and Mr. Fiddis is a member of the educational committee of the Fourth District.

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New Graphic Arts School

Frederic W. Goudy and Joseph Pennell have been chosen to head a new school conducted by the Art Students' League of New York, with headquarters in the Fine Arts Building, New York City. The school will fill the useful roll of instructing art students in the various methods of practical art reproduction by etching, lithography, fine hand-colored printing, etc. No more happy auspices could be found for such a useful movement, and no more eminently qualified authorities could direct it.

The splendid achievements of Goudy have been recognized by the American Institute of Architects in their award to him of the Allied Arts Gold Medal for meritorious work in the art of typography and devotion to its advancement.

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"Print Your Own"

Beginning Oct. 15 Germany will issue 7,000,000,000 paper marks each day, increasing the amount of currency in circulation by about 200,000,000,000 a month. At present there are 290,000,000,000 marks outstanding, while six weeks ago there were 145,000,000,000.

The Reichsbank presses are unequal to the task and private printers in Berlin and Leipsic are under contract to produce notes. All the presses are racing to put out notes of from 100 to 5,000 marks denomination.

There are 182 fans in this group—each a prize winner and each bearing the name and address of the winner.

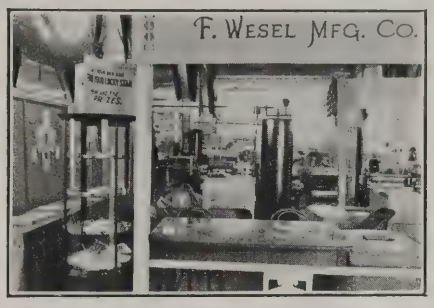
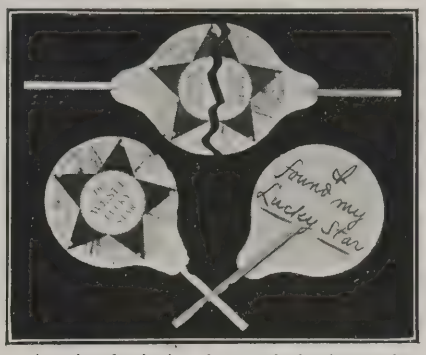


Exhibit of the F. Wesel Manufacturing Company at which complete stereotyping equipment for both wet and dry mat was shown and operated.



A pair of winning fans and the larger fans with the complete star design given to winners when they signed and surrendered their matching halves.

GETTING AN EXHIBIT ACROSS

AMONG many new things which the visitor at the Boston Graphic Arts Exposition had the privilege of seeing, one of the most novel was the "Find Your Lucky Star" game conducted by the F. Wesel Manufacturing company. This game was interesting in itself, but back of it we find a great many other interesting features which are worth an explanation.

Another view of the Wesel Exhibit. It was here that the crowds collected to get their Wesel fans with which to "Find Their Lucky Star"

While a game of this sort will always attract a crowd, it was not alone for the crowd that this game was created. There were many other reasons.

Producing so many different machines and items of equipment as does the Wesel company, it is important in making an exhibit of any kind that the "public" know and realize the wide field covered. To exhibit stereotyping equipment as the Wesel company did at Boston without featuring in some way, their other lines of manufacture, namely photo-engraving, electrotyping, roto-gravure and printing—would leave the casual visitor to assume that the company made only stereotyping equipment.

It was to convey the five major divisions of the industry Wesel serves that a star was adopted as the symbol for this particular exhibit. Each point of the star represented an industry. And this star in many forms was constantly associated with the name of Wesel from the very beginning of the exposition.

To attract attention to the exhibit, to get across the significance of the star, to add an element of sport for the crowd attending the show, the "Find Your Lucky Star" game was created. It was played with fans. But it was the shape of the fan that actually made the game. Each fan distributed was semi-circular in shape with an irregular die cut through the center. Each fan carried a two-color impression of one-half of the Star symbol. To "find your lucky star" it was necessary to find the holder of a fan that accurately fitted the die cut of your fan and carried the opposite half of the star design.

For those who won at this game (those who found their lucky star) the Wesel company had prizes. The value of each averaged about $3.50.

To supplement the fans there was a large electric sign 12 feet high, on which was a facsimile of a fan and the Star design. This sign was constantly in motion, the five-pointed star revolving. As each point representing one of the five divisions of the industry mentioned above touched a certain point there appeared in the opening at the top of the sign an illuminated illustration symbolic of that industry.

Over 30,000 fans were distributed during the week and among these 30,000 there were 300 possible prize winners. One hundred and eighty two prizes were won or only approximately 60% of the possible total.

One amusing experience was that of Horace J. Lawrence, proprietor of the Lawrence Press, North Brookfield, Mass, and Miss Frances T. Lawrence. Both Mr. Lawrence and Miss Lawrence were given fans while they were in the Mechanics' building and not until they were on the train going home did they discover that their fans matched.

The Exhibit of the Home City Electrotype Works of Boston and Springfield, Mass., showing the Wesel 2000 Ton Lead Mold Press which was in operation during the week of the show.

ASSOCIATION ACTIVITIES

Why Must Publishers Bear Entire Burden?

Alone Among Great Industries of America, Publishing Business Continues to Suffer Brunt of Special Taxation. Publishers' Conference Seeks to Lighten Load

NO country can live and grow without information highways. In many ways it is more important to provide the means for the dissemination of intelligence than for the transportation of material commodities.

For this reason the government has always recognized the necessity for low postal rates on newspapers and periodicals. During the war, however, the publications of the country were loaded with increases on the carrying charges in the mails. These increases were provided for in the Revenue Bill of 1917 and now amount to four times the pre-war charges.

Plus All Other Taxes

While paying this excessive special tax, the publishers have been paying all other taxes of whatever kind, levied upon industry as a whole, and have had to stand and are still suffering under high costs for labor, paper, and other essentials.

Every interchange of commodities must be preceded by an interchange of ideas, of information, of proposals and acceptances, and this important function of our publications needs support and encouragement at this time to build up and restore national prosperity.

We would abhor the idea of taxing schools, yet but 7 per cent of our boys and girls go beyond the grammar grades. The rest of their education must come from reading, and yet the present law is in effect a tax on this source of education which is depended upon by 93 per cent of the people to take the place of higher education.

Many Unable to Survive

As a result of these exorbitant postal charges, publishers have had to increase subscription rates greatly, or have ceased soliciting subscriptions from sections of the country where the high postal rates would make it unprofitable. In still other cases, publishers have tried to absorb the additional costs, and numbers of them have fallen by the wayside in the attempt.

In 1918 the Federal Government collected from the publishers $11,712,068.18 and in the last fiscal year this had grown to $25,496,719.94. During the current year it is estimated that the publishers will pay to the government for carrying their papers the huge sum of $33,000,000.

This, too, notwithstanding the fact that the high rates have forced out of the mails an enormous tonnage of newspapers and magazines which now go by express, baggage, motor truck, freight or by water for less than Uncle Sam will carry them.

Unfortunately, some of the most necessary publications cannot be shipped in bulk lots and cannot escape the back-breaking postal charges. Among this class of papers are the business and technical papers going to retailers, factories, and professional men; the farm papers, which are raising the standards of agriculture; the independent religious papers, which promote the spiritual life of the country; the fraternal publications, which bind together groups of men and women for common good.

Heaviest on Small Publishers

The burden falls heaviest upon the smaller papers of the country. The big papers with a million or more of readers can afford to develop their own systems of transportation. It falls heavily, too, upon the readers who most need the enlightening force of good reading.

In spite of all this, the publishers are modest and moderate in their appeal. All that is asked is the repeal of the last two increases, those which went into effect in 1920 and 1921, retaining the rates in effect just prior to these increases.

This will not affect the zone system in the least, neither will it affect the present free-in-county privilege enjoyed by the smaller weeklies and dailies.

The rates asked for in the bill now proposed in Congress would still give the government approximately 175 *per cent more than the pre-war rates,* and would not relieve the publishing industry of one cent of the other Federal taxes now paid by other industries.

Here is another very important consideration—the special or super-taxes which the War Revenue bill imposed upon some ten other industries have either been taken off or materially reduced. Is it fair that the publishing industry, of all industries, should be singled out as the sole exception and compelled to stagger along under special war taxes to defray war expenses?

This seems all the more unfair when it is remembered that the newspapers and periodicals of the country did not go over the top for pay, during the war; that they did not profiteer; that they were in no sense a war industry.

What the publishers are asking would amount in dollars and cents to a gross reduction in rates of about $8,000,000, as against total post office receipts of about $500,000,000.

The effect of lowering present rates would attract back into the mails enough tonnage to largely compensate for the apparent or bookkeeping loss.

December First

This bill, at least, will come up before the House Committee again for action on December 1st, and it is hoped that some clearer data and information will be available at that time which will prove the claims embodied in the appeal for relief from the present burdensome rates.

In the event of the absence of these findings that would fairly and justly allocate the various charges, including overhead, transportation, handling and delivery, it is most vital to the preservation of the functions of the Post Office department as it pertains to second-class matter that the Kelly Bill be acted upon by this committee as an emergency matter, and be opened up to discussion on the floor of Congress.

That immediate action is most essential is reflected in the resolutions adopted by the various publishers' associations which include all classes of newspapers, daily and weekly, as well as magazines, in all parts of the country. All the associations are sincere and earnest in promoting the passage of the Kelly bill. Individual members should bear in mind that in order that no misunderstanding may arise as to the purpose of the so-called Kelly bill, it is suggested that in your editorials and other communications you mention the fact that the proposed legislation will in nowise affect the zone law or free-in-county privilege.

The elections are close at hand and our cause will be materially benefited if you will *mail clippings of your editorial and write the congressmen and congressional candidates in your territory, asking for a definite expression of their views on this bill* (*H. R.* 11965). It would be well to call their attention to the fact that the publishing industry in all its branches is united for the first time in history.

How the Kelly Bill Stands

Re: Second Class Postage Rates
August 15, 1922

As you are aware, the meeting of the Post Office and Post Roads Committee of the House of Representatives was held June 27th, 1922, to consider the Kelly Bill (H.R. 11965) to reduce present second-class postage rates from the rate in effect July 1st, 1921, to the rates in effect July 1st, 1919, without affecting the free-in-county privileges or the existence of the zone system.

The members of the House Committee who were also members of the Joint Commission on Postal Service insisted that the Committee should await the findings of the Joint Commission, as their action might appear inconsistent and premature and as the date for this count and weighings was set for September 18th, 1922, to October 17th, 1922. In due recognition of this request, a motion was offered by the author of the bill, Hon. M. Clyde Kelly, requesting that the report be made by December 1st, 1922, which was agreed upon in a vote of 8 to 6 of those members present.

State Leaders of N. E. A. Named

The list of state vice-presidents of the National Editorial association, recently appointed by President Brimblecom, has been announced by Secretary H. C. Hotaling. Included among the list for the coming year we note the names of enthusiastic organization men—workers who believe in getting behind a thing and pushing hard for its success. In many cases where names of former vice-presidents were dropped it was done at their own request.

President Brimblecom believes that the new organization will set a record for new members as well as advancing the activities of the National Association and enhancing its value to the membership generally. It is not to be disputed that the success of the organization depends very largely on the vice-president at the head of each state organization.

The new list of vice-presidents is as follows:

*Alabama—M. B. Wiggins, Enterprise, Hartselle.
Alaska—H. G. Steel, Daily Times, Cordova.
Arizona—J. H. Westover, Morning Sun, Yuma.
Arkansas — Erwin Funk, Democrat, Rogers.
California—John E. King, News, Hemet.
*Colorado—Charles E. Adams, Press, Montrose.
Connecticut—O. S. Freeman, News, Watertown.
Delaware—Theodore Townsend, Chronicle, Milford.
Florida—G. E. Hosmer, Journal, Bradentown.
*Georgia—George S. Chapman, Progress, Sandersville.
Hawaii—K. C. Hopper, Republican, Lihue, Kauai.
Idaho—W. Lloyd Adams, Standard, Rexburg.
Illinois—W. J. Smith, Daily Sun, Waukegan.
Indiana—George D. Lindsay, Chronicle, Marion.
Iowa—G. L. Caswell, Cherokee Chief, Ames.
Kansas—O. W. Little, Enterprise, Alma.
Kentucky—Oliver Kelley, Enterprise, Lebanon.
*Louisiana—G. B. Campbell, Vindicator, Hammond.
Maine—Roland T. Patten, Independent-Republican, Skowhegan.
*Maryland—Edwin H. Brown, Jr., Record, Centerville.
Massachusetts—Lewis R. Hovey, Record, Haverhill.
Michigan—George B. Dolliver, Moon-Journal, Battle Creek.
Minnesota—Herman Roe, News, Northfield.
*Mississippi — James Faulk, Herald, Leakesville.
*Missouri—William Southern, Jr., Examiner, Independence.
*Montana—O. S. Warden, Tribune, Great Falls.
Nebraska—J. P. O'Furey, News, Hartington.
Nevada—Charles J. Triplett, State Herald, Wells.
*New Hampshire—Charles G. Jeness, Courier, Rochester.
*New Jersey—Dixie Anzer, Hudson News, West Hoboken.
New Mexico—Frank Staplin, Record, Sante Fe.
New York—H. M. Hall, Journal, Jamestown.
North Carolina—W. C. Hammer, Courier, Ashboro.
North Dakota—George P. Collins, Independent, Carrington.
*Ohio—F. M. Petot, Times, Loudonville.
Oklahoma—E. S. Bronson, American, El Reno.
Oregon—A. E. Voorhies, Courier, Grants Pass.
Pennsylvania—C. W. Baum, Central News, Perkasie.
Rhode Island—E. A. Noyes, Standard, Wickford.
South Carolina—J. T. Fain, Evening Herald, Rock Hill.
*South Dakota—W. C. Lusk, Press, Yankton.
Tennessee—John C. Rogers, Gazette, Dyersburg.
Texas—Sam P. Harben, Echo, Richardson.
Utah—James H. Wallis, Express, Vernal.
Vermont—Harry E. Parker, United Opinion, Bradford.
Virginia—A. K. Clevenger, Herald, Claremont.
Washington—H. D. Matthews, News, Bremerton.
West Virginia—S. S. Buzzerd, Messenger, Berkeley Springs.
Wisconsin—H. E. Howe, Courier, Prairie du Chien.
Wyoming—John W. Cook, State Journal, Lander.

*Those marked with star are newly appointed vice presidents.

The appeal for new members is bringing results. It is planned to add at least 1,000 additional members by January 1. Already the list is growing rapidly and substantially, and Secretary Hotaling should not be surprised if more than the 1,000 aimed at are secured.

The Village Weekly

At last the floundering carrier bore
The village paper to our door.
Lo! broadening outward as we read
To warmer zones th' horizon spread;
In panoramic length unrolled
We saw the marvels that it told.
Welcome to us its week-old news,
Its corner for the rustic Muse,
Its monthly gauge of snow and rain,
Its record mingling in a breath
The wedding-knell and dirge of death;
Jest, anecdote, and love-lorn tale;
The latest culprit sent to jail;
Its hue and cry of stolen and lost,
Its vendue sales and goods at cost,
And traffic calling loud for gain.
We felt the stir of hall and street,
The pulse of life that round us beat;
The chill embargo of the snow
Was melted in the genial glow;
Wide swung again our ice-locked door,
And all the world was ours once more.

From Whittier's "Snowbound"

Newspaper League of Indiana

Embryo editors of the Hoosier state are not without merit when it comes to organization. They recently met in Indianapolis and formed a junior organization. George Reed, of the Messenger, Columbus, and Louis B. Edwards, of the Times, Bloomfield, are the chief instigators. Plans have been made by these two "live wires" to extend the membership to include every junior editor in Indiana.

Oklahoma Press Frolics at Fair

Plans made for the editors to have a big time on Press Day, September 29, at the Oklahoma state fair in Oklahoma City were carried out by the executive committee of the Oklahoma Press association and by a committee of Oklahoma City business men, in a manner that reflected great credit on the association.

A change this year in the usual schedule of celebration was the serving of the dinner for the editors at the chamber of commerce building in the city, rather than at the fair grounds.

"We expected a large attendance of editors," said E. S. Bronson, and we were not disappointed. They came in force from all over the state, and right merrily did they disport themselves at the big fair and other doings.

As usual this year the chamber of commerce, the state fair committee, the publishing houses, engraving plants and many other Oklahoma City companies combined to offer a course of free entertainment for that day.

Registration of editors began at the Huckins hotel at 8 o'clock in the morning. At that time an opportunity was given for new members to join the association. When the editors registered they were given tickets to a show in the Capitol theater, tickets to the dinner, and grandstand tickets and tickets to several shows on the fairgrounds.

At 9:30 the editors attended the show in the Capitol theater. After this they had a little leisure time until the dinner at the chamber of commerce. Informal and extemporaneous speeches were made here as usual, but no set program was arranged in advance.

After the dinner the editors disbanded and were free to attend all the attractions of the fair.

The press day committee appointed by Ed Overholser, president and manager of the chamber of commerce, was as follows: O. W. McKowen, Western Newspaper Union; W. F. Bickford, editor Oklahoma News; L. F. Leach, manager of the Kansas City paper house; W. R. Martineau, editor Oklahoma Daily Livestock News; and M. L. Crowther, business manager of the Oklahoma Farmer

Douglas County (Ore.) Association

Publishers of Douglas County, Oregon, met Sept. 2 and formed a county editorial association. Will J. Haynes of the Sun, Southerlin, was elected president, and A. L. Mallery, of the Tribune, Oakland, was chosen secretary.

The principal business took the form of resolutions urging members to maintain the full rate for regular advertising, and requesting the county court to obtain bids from all county papers for the printing which they require.

The new association started with five newspapers represented. It is hoped that all the papers in the county will shortly be included in the membership.

W. D. Eaton Retires

The Clinton, Iowa, Mirror, one of the oldest weekly newspapers in that section, has been sold by W. D. Eaton, believed to be the dean of Iowa newspaper men, to Frank Neumann. Mr. Eaton will retire after sixty-one years of continuous service in the editorial chair.

October Meeting of Inland Press

It is expected that some very important personages in the publishing world will be at the Inland meeting, Tuesday and Wednesday, October 17 and 18, in the Morrison Hotel, Chicago.

President Burgess is giving considerable time to arranging the program. Among other prominent people he expects to have the following:

Attorney Arnold L. Guesmer, of Brown & Guesmer, Minneapolis, who has been the attorney of Inland members in Minneapolis. He has made a great study of income Federal Tax reports. He has served other newspapers in this capacity for several years. Much from his pen on the subject has found its way into print. The secretary has found him in the past an ever ready source of information on subjects he has made a study of.

Mrs. Florence Riddick Boys, of Plymouth, Ind., who has made such a national reputation for editing a Woman's Page, but who has been called to Washington of late to assist one of the great political parties, in directing the publicity of that committee for women voters, will be invited, and asked to speak on some subject, not political, closely connected with women in newspaper life.

President Charles I. Stewart, of the S. N. P. A., who is publisher of the Lexington, (Ky.) Herald, and has been chairman of the print committee of the Southern some years, is invited, but what subject he will select is not yet developed. Mr. Stewart is one of the great publishers of the south. He has a national reputation. He is quite familiar with the print situation, having studied it thoroughly when serving with the secretary on the national print distribution committee during the stringent times.

Another important part of the program which will develop much debate and information is the report of the committee on securing statistics regarding the costs and customs in composing departments of dailies. The committee will doubtless have a detailed report. The questionnaires are coming in quite promptly and generously in number.

One of the strong numbers on the program will be the condition of the print market. Chairman E. P. Adler will make a report on the print market. He has a great amount of information on hand, and is securing additional facts. R. S. Kellogg, of the News Print Service bureau, New York, will be in Chicago to speak at the Inland meetings on the print market from his vast fund of inside information as it applies to the manufacturers' viewpoint. It is understood some mills have fixed the price for the third quarter at $3.75. Others are liable to do so, unless the publishers show that it is not needed and should not be done.

Second-class postage legislation will be an important matter to consider. President Andrew C. Pearson, of the American Publishers' Conference, of which the Inland has three members, will be present and advise as to what should be done to bring about a modification of this unjust tax on newspapers at the December session of Congress.

A pleasing departure from the usual luncheon time activities the president has arranged, is to have a quartet sing the first day, several popular and pleasing selections. It is just possible that some other surprises await the membership who assemble at this time. The President is also making an effort to secure General Daws to speak, at luncheon or other time one day, and Judge Landis, on some timely topics, they have command of.

There will be a decidedly live Round Table included, in which will be many subjects of importance, and at least a half day will be given to this feature.

Will O. Feunder, of the Rushville (Ind.) *Republican* will handle the subject of type selection by advertisers, and assisting advertisers in writing their advertising. He has made a very close study of this.

Samuel E. Boys, of the Plymouth (Ind.) Republican, will have a questionnaire to citizens, regarding features of newspaper, advertising, want ads, and the like, he has just tried out with success in connection with his paper.

The secretary is not fully advised as to who will have displays of machinery at the October meeting, but expects one very important display, at least, and that is by the Typaddress company, of Omaha, which company will have a display of their addressing machine, using linotype slugs direct. It is said to be a very valuable addition to the complete newspaper plant, corrections of the mailing list are, by this process, made very simple.

Hathaway Prosperous in Hartford

Clarence R. Hathaway, secretary of the Wisconsin Press association and publisher of the Hartford (Wis.) Times is receiving congratulations on the issuance of Volume 29, No. 1.

After referring to the prosperity his newspaper is enjoying, and saying that The Times has "always been a champion of the admirable features that go to make Hartford a thriving and prosperous little city and the surrounding community the best in the state," he makes these observations:

"The newspaper business has peculiarities all its own. Perhaps no other profession brings one in closer touch with the whims of the citizens of the community than does that of a newspaper man.

"While the right kind of a newspaper can do a world of good for the community, a newspaper is a pent-up power that requires nerve, energy and thought to properly conduct. When one hears of a publisher boasting that he hasn't any enemies, it may be taken for granted that his is a publication in a class with jellyfish—easily controlled, afraid to express their own thought and back up their convictions, and issued in a sort of a apologetic attitude.

"We are most grateful to our friends for the large and steadily increasing volume of business they have accorded us in the past. We have tried to better and improve and enlarge wherever opportunity would permit and to give to this community a publication representative of the spirit and ideals of our citizens. We do not claim perfection, we err frequently, but never intentionally.

"We have never had to resort to cut our advertising rates or run advertisements for little or nothing to fill our advertising pages, as we know that in them we have a service that the business man or merchant can well afford to pay for.

"We have not been compelled to send friends, and those with whom we like to have a pull, our publication as a gift, as we believe that our service is worthy of its hire and the man or woman that will not take our publication at its regular rates would find no use for the paper as a gift; neither have we had to do printing for below living wages in order to keep our presses busy, as we believe that others have a right to live as well as ourselves and we cannot handle and neither do we desire all of the work of the community."

News Print Importation Duty Waived

In the Senate and House conference, in reference to the news print duty, the house inserted a clause providing for retaliation measures permitting of a 10% duty at the order of the president in case any nation or province placed any restrictions on the free movement of news print. This provision was aimed against the restrictions of Canadian provinces relative to the importation of wood pulp from crown lands. After approving of the adoption of the clause, it was later stricken out by the Senate. It is unlikely that it will be restored. While manufacturers of news print paper originally held out for a duty it was waived with respect to importations from Canada, since it is recognized that approximately one-third of the American consumption is imported from Canada.

For the first time in the history of the printing industry newsprint is separately classified as such. In all previous tariff bills it has been described as printing paper. It was distinguished from finer grades of paper only by the value placed upon it.

Decision to keep news print on the free list will be hailed with delight by publishers all over the United States. While there are many other things which the public generally will not be particularly grateful for in the new tariff, it is a source of gratification that newsprint will continue to be admitted duty free.

New Series of Printers' Ads

A new series of advertising cuts and copy intended especially for use by printers, has just been announced by the Porte Publishing company, Salt Lake City, Utah.

The new set, consisting of twelve cuts and twelve pieces of copy is called "Pica Series No. 1," and has used a humanized type as a trade figure under the name of "Pica." The name "Pica" also represents the initials of the now familiar slogan, "Printing is the Inseparable Companion of Achievement."

It was with the idea of creating a trade figure representative of the whole printing industry that Porte's "Pica" was evolved.

Really

She: "They say Jones, the Printer, puts every cent he earns on his wife's back."

He: "Business must be rotten."

—*Juggler.*

Tri-State Editors Meet at Sioux City

The Tri-State Editorial association, composed of publishers of rural newspapers of Iowa, Nebraska and South Dakota held its third annual meeting in Sioux City September 21st, 22nd and 23rd.

It was the most enthusiastic meeting in the history of the organization and although the association has been meeting for purely social meetings, time was found to hold one of the liveliest business sessions of any gathering of newspaper men it has been my lot to attend.

Probably the most interesting feature of the meeting, was the method of arrangements for the meeting. Everything was done with the end in view of bringing together the publishers of the country newspapers in the Sioux City trade territory and the business interests of Sioux City that could with much good to themselves use the advertising columns of the country newspapers. The near future will show that much along this line was accomplished.

Among the speakers at the banquet at the Chamber of Commerce were J. E. McNamara of Castana, who spoke for Iowa, former Lieutenant Governor Edgar Howard of Columbus, Neb., who spoke for Nebraska, and Senator Schauber of Hudson, S. D., who spoke for South Dakota.

At the Council Oak Boat Club banquet Ben Davidson, head of the big Davidson Brothers' store, made a short talk, in which he said the appropriation for advertising in each of the Sioux City newspapers was upwards of $75,000 a year, while other advertising totaled almost as much more, but that it did not cost, it paid.

John W. Carey, of the Rock Rapids, Ia., Review, was elected president by acclamation, succeeding J. P. O'Furey. The other officers elected were: W. C. Lusk, of Yankton, S. D., vice president; Frank M. O'Furey, of Mapleton, Ia., secretary, and F. H. Price, of Newman Grove, Neb., treasurer.

In his address on "Paths to Progress," Prof. Paul W. Kieser, of South Dakota State college, at Brookings, pointed out that a sound editorial policy was an asset to the newspaper and to the community, Prof. Kieser declared that the editor was considered a leader in the community and his comment on affairs would tend to improve community spirit and welfare.

An editor, and especially an editorial writer, must be well informed and well read, said Prof. Kieser in speaking of the qualifications of an editorial writer. The editor of a country weekly should not go abroad for his topics, but should discuss intelligently the improvements and needs of improvements, and the community movements of his territory.

A discussion on circulation problems of the country newspaper was led by M. M. Martin, of the Allen, Neb., News. National advertising and the country newspaper's part in advertising was discussed by G. L. Caswell, J. P. O'Furey, W. W. Overholser and O. J. Benjamin.

That new thoughts and plans are constantly before each individual member of the Tri-State Editorial association, and that no radical changes will be adopted until thoroughly investigated, was emphasized by the resolutions committee at the close of the convention. Appreciation of all favors shown the association was expressed by the adoption of the following resolutions:

The Tri-State Editorial association, at this, its third annual, meeting, has reason to be proud of the increased interest, enthusiasm and membership, and desires, by the adoption of these resolutions, to go on record as publicly expressing its appreciation of the assistance rendered by the commercial interests of Sioux City, with this feast of good fellowship and entertainment.

Particularly do we appreciate the lavish entertainment extended to us by the United Advertising agency, which, although one of the younger business institutions of Sioux City, indicates in a most cordial and generous manner its deep interest in the publishers of its trade territory. Our thanks are due also to the management of the Interstate Fair, our always generous host; to the Armour Packing company, for the opportunity to view the packing industry from the inside, as well as for the substantial luncheon; to the Chamber of Commerce, for its banquet and entertainment, and to each and every one, individually and collectively, who helped make our visit more enjoyable, including Henry Santrey and his orchestra, the Carroll School of Expression and Dancing, the Orpheum and Princess theaters, Schmoller & Mueller company, Fairmont Creamery company, Sioux City Candy company, Haley & Neely company, Olson & Farell, and the Hansen Cadillac company.

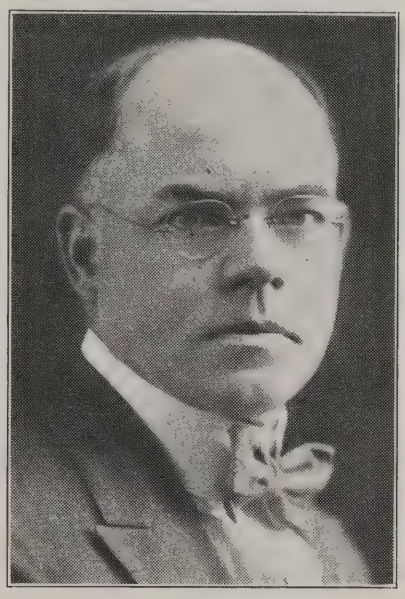
We are deeply indebted to Prof. Fred Beckman, of the Iowa State college, Ames, Ia., for his inspirational and instructive address, and to Prof. Paul W. Kieser, of the South Dakota State college, Brookings, for his timely and helpful suggestions; to Seth Thorthon, of the South Dakota School of Printing, for his helpful suggestions, both publicly and privately expressed, and to Field Secretaries Buck, of Nebraska, and Caswell, of Iowa, for the inspiration of their presence and their helpful suggestions to our individual members.

New thought and new plans are constantly before us, as individuals and as an association for consideration and action. In the consideration of these problems we do well to consider carefully the underlying motive of those who urge the adoption of radical changes. Just now country weeklies are being besieged to lead the movement for the elimination of the payment of commissions by publishers to advertising agencies, which primarily represent the advertiser. We agree in the principle that an agent cannot equitably represent both parties to a contract, yet, since the present system has the approval of the magazines, the farm papers and the big dailies, as well as the large national advertisers, we have reason to feel that those who urge upon us the adoption of the new plan should first show their sincerity by placing this plan in effect with the larger and better organized publishers in the conduct of their own business before they ask the loosely organized country publishers to take their word for the alleged merits of the plan they propose.

We rejoice in the development and progress of the United Advertising agency, Sioux City representatives of so many of our members, and believe that we have reason to feel proud of the efforts they are putting forth in behalf of the publishers of this trade territory by bringing before the Sioux City advertisers the power and prestige of the newspapers in this vast territory. We believe that we can commend to the consideration of all advertisers this growing institution which is doing so much to carry the Sioux City message into the agricultural territory surrounding the city, and from which it draws so much of its wealth.

And last, but not least, we desire to express our growing understanding and appreciation for the untiring efforts of the officers of the association, President J. P. O'Furey, Vice President Dean Trippler and Secretary John W. Carey, in the coalescing of our somewhat diverse interests into a united and now well defined purpose to avail ourselves of the opportunities of this great and fruitful territory, which, though including three states, under their leadership, we are learning to enjoy to our mutual advantage.

W. C. Lusk,
Press and Dakotan, Yankton, S. D.
F. M. O'Furey,
Press, Mapleton, Ia.
H. N. Wagner,
Star, Homer, Neb.



Frank M. O'Furey
The Press, Mapleton, Iowa

If one were to choose a more energetic team of newspapermen than the two O'Furey boys, he would have a big job. Frank, at Mapleton, Iowa, and J. P., at Hartington, Neb., are two hustling, successful publishers. They believe in organization work and therefore are always to be found in attendance at association meetings. Frank was recently elected secretary of the Tri-Staters at Sioux City. J. P. is president of the Nebraska Press and vice-president of the N. E. A.

Utah Press Association

Various organizations of Richfield cooperated to make the regular summer meeting of the Utah Press association a great success.

Business meetings were held in the forenoon and afternoon of September 2nd, interspersed with a musical program at noon and a concert Saturday evening, which was followed by a dance to which the citizens of Richfield were invited.

On Friday evening the commercial club tendered a splendid banquet to the newspaper folks. Sunday was whiled away with a trip to Fish lake, where the scribes partook of a splendid dinner and enjoyed the dancing and fishing, as also the mountain climbing. It is noteworthy that after the four days of the Utah sunshine, the beautiful scenery enjoyed, the good rides and the partaking of the fine fried chicken and trout, the delegates returned to their homes rather reluctantly. At the business sessions, one of the chief topics for discussion was "Tax Retrenchment," by President Epperson. Another outstanding feature was the solidarity for organization work, pertaining particularly to the publication of statements by government boards and governmental departments of Utah and the United States. Resolutions serving notice on the state commission that full legal rates of 10c a line would be charged for legal notices were passed. It is expected that the attorney general will shortly rule on the phrase, "Shall be published in the county concerned." Publishers have been defining this phrase from almost every angle to the extent that large city papers have been carrying away business that does not belong to them. In order to further legislative matters appertaining to the newspaper industry, a meeting of the association will be called the latter part of January or early in February at Salt Lake City.

Thanks of the association is due Dr. M. Marcus, publisher of the Richfield Reaper, for the splendid entertainments he provided and for the general success of the meeting.

Nebraska Press Association

The very best and most enjoyable session of the Nebraska Press Association, is the verdict of the 259 delegates, comprising the Nebraska and western Iowa associations, that convened in Omaha August 31 and September 1 and 2 to enjoy the hospitality of the Chamber of Commerce and the business men. Not only this, but it was by far the best get-together gathering and the largest attended of any meeting ever held in this city as a combination editors associations.

Upon arriving the delegates wended their way to the Fontenelle hotel headquarters where they were registered and extended tickets to all the functions as well as the keys to the city. This formality over, they were at liberty to go as they pleased until the bell rang for the great banquet on the evening of the last day in August at the Fontenelle.

These meetings have been held in Omaha every year for more than a decade and are now being looked upon as an oasis in the life of the printer-editors, as well as a playground to relieve their tiredness and rustling, thereby enabling them to go home and "jump into the harness" with renewed zeal.

The feasting was one of unusual attraction and consisted of three most excellent banquets extended by the World Herald, the Omaha Bee, and the local committee, and a barbequede (?) chicken feast at the Ak-Sar-Ben field, given by the Union Stock yards society.

The entertainment was likened unto the old time days—a trip to the new million dollar World's theatre; a day at the Ak-Sar-Ben (Nebraska spelled backwards) field where there was exhibited the old time round-up, bucking bronchos, roping steers, and rough riding, also a most expert handling of whip cracking by Red Mutz of Texas, who wielded whips from 12 to 100 feet lashes, cutting a beer bottle in twain with one crack of the whip as clean as if cut with a diamond. He was ably assisted in this by his daughter. He also did some expert rope throwing.

The festivities ended Saturday morning with a breakfast at the Fontenelle hotel.

One of the most interesting events of this notable gathering was the awarding of the prizes offered by the Omaha Bee and 17 other newspapers, for the best editorial written by an editor, his wife or one of the staff. Other awards were equally interesting. In each contest The Omaha Bee awards prizes of $100, $50 and $25 for first, second and third place, respectively, plus a trip to Omaha to attend the dinner to be given at Brandeis restaurant Friday evening by The Omaha Bee to the Nebraska State Press association.

The winners are:

PROFESSIONAL CONTEST

First: H. Howard Biggar, editorial staff, Journal-Stockman, South Omaha, "Boys' and Girls' Clubs."

Second: Frank O. Edgecombe, editor, Nebraska Signal, Geneva, Neb., "Preferential Voting."

Third: Will M. Maupin, editor, Midwest, Gering, Neb., "The Vanishing Family Circle."

AMATEUR CONTEST

First: Mrs. Charles L. Kelly, housewife, Nebraska City, Neb., entered by Nebraska City Press.

Second: Mrs. Frank Gillett, housewife, Albion, Neb., entered by Albion News.

Third: Millicent Jean Ayton, physician's assistant, Harvard, Neb., entered by Harvard Courier.

In addition, the judges recommended the following for honorable mention:

Professional contest: Geo. Grimes, editor Platte Valley News, Scottsbluffs, Neb., "A Priceless Heritage;" E. G. Jones, associate editor Times-Herald, Alliance, Neb., "A Stranger's Message;" R. D. Wilson, editor Tri-State, Kimball, Neb., "Examine the Weak Spots;" J. G. Alden, editor Republican, York, Neb., "Down but Not Out;" Dwight P. Griswold, editor Journal, Gordon, Neb., "The Short Ballot;" Robert Rice, publisher Republican, Central City, Neb., "Too Much Democracy."

Amateur contest: Grover Long, attorney, Columbus, Neb., "Repeal the Primary aw," entered by the Columbus Telegram; R. S. Scott, county agent, Sidney, Neb., "Real Women," entered by the Sidney Telegraph; A. T. Lobdell, district engineer, state department of public works, York, Neb., "Aid in Road and Bridge Work," entered by the York Republican.

JUDGES FAVOR DEFINITE ONES

Judges appointed by the Nebraska State Press association were:

W. R. Orchard, editor Nonpareil, Council Bluffs, Ia.

W. L. Locke, chief editorial writer, Nebraska State Journal, Lincoln, Neb.

J. H. Beveridge, superintendent public schools, Omaha, Neb.

In judging the editorials the judges remarked upon the fact that many contestants fell by the wayside because of a tendency to devote themselves too much to generalities. When choice narrowed down to a selection between equally good specimens of writing, the judges favored those who were more definite in their choice of subjects and who seemed to have directed their efforts more specifically to matters of interest and benefit to the state.

There were many women in the amateur contest and very largely these devoted their attention to matters connected with children and the home.

There was almost a complete absence of humor; contestants were serious to the last period.

WELL KNOWN NEWSPAPERMEN

Of the three professional prize winners two are well known Nebraska newspapermen whose daily contributions to their own editorial columns are frequently reprinted by other editors. The third—who is the first prize winner, Mr. Biggar of the Journal-Stockman—is widely known among farmers and county fair attendants, but has not heretofore figured prominently in editorial association affairs.

Mr. Edgecombe, as permitted by the rule, contributed three editorials, as did Mr. Maupin. There was little question among the judges in counting these two editors near the top of the list, the more difficult question being the selection of the best of their contributions. In the case of Mr. Edgecombe, this finally became almost a matter of lot, his editorial on "Editorial Responsibility" ranking a virtual tie with that on "Preferential Voting."

The contest began July 15 and closed August 10 in the case of the amateur contest, and August 15 in the case of the professional. After August 10 each cooperating newspaper picked winners of its own contest and entered these in the contest for the grand prizes offered by The Omaha Bee. The only rules laid down by The Omaha Bee were that the editorials be judged upon (a) the interest which the subject has for Nebraska people; (b) the clearness, forcefulness and brevity with which the subject was discussed; (c) the merit of the purpose to which the editorial was directed. Many which qualified favorably as to the second item were cast aside on the first and third tests.

Talks by members of the press, Governor Samuel Roy McKelvie, Mayor James Dahlman and others were interspersed and pointed in excellency.

The announcement by President J. P. O'Furey, of the Cedar County News, Hartington, that for next year prizes would be delivered to successful contestants comprising three loving cups, one given by the Omaha Chamber of Commerce; one by the Lincoln Chamber and one by the Hartington chamber, elicited a round of applause.

The fiftieth annual meeting of the Nebraska Press Association will be held in Lincoln during the month of February, 1923.

Reporter's Task Not Generally Understood

Chester S. Lord, in The Saturday Evening Post

Now it is not to be urged that journalism especially fits a man for commercial life, nevertheless there is a mysterious influence in it that makes a man out of a boy quicker and with more completeness than does any other business.

A few years of reporting in a big city makes him mentally alert, if anything can, and teaches the ways of the world. He experiences a new phase of life every day. He is taught to search for facts, to seek for causes and to foresee results. He gets broadness of vision, expanse of comprehension, and rugged contact with the world—with the men whose efforts are important enough to command publicity.

The nature of news reporting is not generally understood. Routine reporting is comparatively easy. The reporting of highly important events is extremely difficult. In political convulsions, in financial panics, in commercial failures, in big criminal cases, in social scandals, in crooked legislation, in most of the topics that excite mankind, the most people involved strive to conceal the real facts. How is the reporter to know whether he is being lied to or not?

Ah, but he must know! It is his business to know. It is the commonest of reportorial experiences to have information given by one man positively contradicted by another. All decent newspapers insist on accurate news reports. They cannot afford to be untruthful. It is of the utmost importance to them that the narrative of a great piece of news to be read by a million persons, be written with absolute fidelity to fact.

It may be said in all truth that the experienced reporter starts out for the facts of a big case with the expectation that half of the people involved try to mislead and fool him. He questions every statement made to him and the motive of the man who makes it. He verifies it through some other medium. He becomes a detective. He uses every trick of the calling to extract unwilling information.

The search for truth is one phase only of the many that constitute a reporter's experience.

Wisconsin Daily Newspaper League

Following election of officers and the approval of the manager's report, the annual meeting of the Wisconsin Daily Newspapers league, closed an interesting and important two-day session, in Milwaukee, September 23. A representative gathering of members attended.

The Wisconsin-forward movement, to popularize Wisconsin products and stimulating business for Wisconsin papers, received further impetus.

The new officers are: President, O. J. Hardy, Oshkosh Northwestern; vice president, J. M. Hibbard, Stoughton Courier-Hub; secretary-treasurer, H. H. Bliss, Janesville Gazette.

"How a Small Newspaper in a Small City obtains a Fair Rate for Its Advertising Without Difficulty" was the subject of a speech by Mr. Hibbard. He stated that he never employed a solicitor or solicited advertising himself. That he submitted his bills regularly on the first of each month and had never had grumbling from his advertisers. He then went on to point out the methods used in small town advertising, and the ways by which he gained the best results.

John L. Sturtevant of the Wausau Record Herald spoke on "Why Advertising Rates Should Be Increased" and pointed out that the increased cost of paper and publishers' materials necessitated an increase in price of the advertising. Frank P. Starbuck took the other side of the question and told why he believed that the rates should not be increased but should be decreased.

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Woodford County (Ill.) Press Association

The business session at the fourth annual meeting of the Woodford County (Ill.) Press association, which was held in Greene township the latter part of August was short, the majority of the time being given over to a summer outing.

The following officers were elected: President, R. E. Patterson; vice president, C. R. Denson; secretary-treasurer, F. E. Heighway; executive committee, William Ryan, G. R. Curtiss, A. E. Potts and T. P. Pettigrew.

The seven publishers of the county were present, they being: George R. Curtiss, Journal, El Paso; T. P. Pettigrew, Post, Roanoke; A. E. Potts, Woodford County Journal, Eureka; R. E. Patterson, Leader, Washburn; William Ryan, Herald, Metamora; F. E. Heighway, Bee, Benson, and C. R. Denson, News-Dispatch, Minonk. Aside from the publishers present, were Mrs. Pettigrew of Roanoke, Mrs. Wilkinson of Streator, Mrs. T. P. Pettigrew and son of Roanoke, Mrs. Heighway and daughter of Benson, William Ryan's three children of Metamora, and Mrs. C. R. Denson and sons, John and Robert, of Minonk, Mrs. Curtiss, Mrs. Ryan, Mrs. Patterson and Mrs. Potts were absent.

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Box rule jobs often give the stoneman a great deal of trouble when the corners of rules do not join together, but this difficulty can be overcome by cutting thin cardboard of about eighteen points and putting a piece of cardboard at each corner and then planing down thoroughly and locking up. The rule will join perfectly.

Uses Press Association as Advertising Medium

J. P. O'Furey, publisher Cedar County News, Hartington, Nebraska, is president Nebraska Press association and vice president National Editorial association.

Mr. O'Furey uses his association offices as a medium through which he advertises his town and then to let his people know it, he says, in the issue of August 24: "As a result of my election to these offices, the Cedar County News has attained considerable distinction all over the country. I devote considerable time and effort to the betterment of the weekly newspapers and my activities have brought the city of Hartington into considerable prominence over the entire middle west."

Instead of drawing himself in a hole, then pulling the hole in after him, Mr. O'Furey is proud of his professional organizations, and wants his readers to know he is proud of them. He wants his people to know he is recognized as among those who believe in the things he preaches and above all else he wants his people to know that he is devoting a lot of time to these things—all because this helps him give the people a better newspaper, advertises his town and casts a favorable reflection on the type of man they have for editor.

Quite different is Mr. O'Furey from many editors who refuse to even mention the fact they belong to their state organization. Those who do not even tell the people they have attended a meeting of their association. These editors have not grasped the situation quite as clearly as the gentleman from Hartington.

If you were to meet Mr. O'Furey it would not take long to absorb his enthusiasm for organization work. He believes in it, works for it and then gets on top of the house and shouts about it—not alone to the newspaper men but his home people. Mr. O'Furey is alive in every nerve and his paper shows it. His entire being breathes association and he is consistent in his practise.

Development in newspaper work comes from contact. Contact with people and things outside the city limits. Contact with those who are strangers is the best method of getting freshened from the week in and week out routine. The source of this contact is your professional organization and in this state it is the Washington State Press association—its group, county, district and state sessions.

Along the Road of Fame

A young school teacher had just arrived at the home of a country school director where she was to board. The director desired to make his importance known.

"You probably seen my picher in this county's paper, ain't you?" he began.

"I believe I have," replied the young woman. "I think you were among the political candidates, weren't you?"

"Naw; I been takin' Dr. Pain's Cureall."—*Everybody's.*

A. N. P. A. Urges Curtailment of News Print

The special bulletin of the American Newspaper Publisher's association, August 12, sounded the note of warning regarding the profligate use of news print. It is plainly pointed out that the market will continue to harden unless the present rate of use is cut. Comparison with tonnage used in 1920 shows a startling situation. There was an increase of 11% in consumption in the first six months of 1922 as compared with the first six months of 1920, while there was an increase in production at the mills of only 1½%.

Analyzing the entire situation, the A. N. P. A. finds the following conditions existing:

Advertising—first six months, 1922: 1.8 per cent increase over same period 1921; 8.5 per cent less than same period, 1920.

Production—first six months, 1922: 23 per cent increase over same period, 1921; 1½ per cent increase over same period 1920.

Consumption—first six months 1922: 15 per cent increase over same period 1921; 11 per cent increase over same period 1920.

Publishers' stocks, June 30, 1922: 36 days' supply as against 38 days on January 1, 1922 and 53 days on January 31, 1921.

Mill stocks, June 30, 1922: 3 days' supply as against 4 days January 1, 1922 and 9 days March 31, 1921.

Continuation of this trend can only result in a further stiffening of the market.

"Until late June," says the bulletin, "we did not hear of spot prices in excess of 3.50 mill. Today offerings of domestic news print range up as high as four cents, while Scandinavian offerings range up to 3.65 Atlantic port. The tendency of the spot market may naturally be expected to rise to the highest points publishers are willing to pay.

"Members are again urged not to be stampeded and rush into the open market, but if in need of news print to communicate with the New York office, which will endeavor to take care of their requirements. By so doing, members will avoid the placing of their inquiry in the hands of many dealers, thereby giving the impression in news print circles that the demand is much greater than is actually the case."

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Indiana Republican Editorial Association

January 25 and 26 have been selected for holding the annual mid-winter meeting of the Indiana Republican Editorial association. Indianapolis has been selected as the gathering site. Jesse W. Pierce of Clinton, president of the association, after having been in conference with Lawrence Lyons, chairman of the Republican state committee, and Frederick Schortmeier, announced that several speakers of national prominence will be available for the banquet, which will be held at the Claypool hotel on January 26, on the first day of the meeting.

An interesting program will be presented by notable editors of the state, and "shop talk" will be a feature of the second day's session.

Efforts are being made to obtain an exhibit demonstrating all the processes of paper making. Arrangements have already been made for showing some modern newspaper equipment.

Missouri Press Association

By J. S. Hubbard, Special Correspondent.

With the election of officers and directors under the provisions of the new constitution and by-laws, the Missouri Press association closed its fifty-sixth annual convention in Kansas City, Sept. 23, after a three days' session that was pronounced the most successful in its history. The officers elect are: President, Dwight H. Brown, Poplar Bluff American; Vice President, E. Lansing Ray, St. Louis Globe-Democrat; Recording secretary, Miss Anna E. Nolen, Monroe City News; Treasurer, H. R. Spencer, Princeton Telegraph.

The executive secretary, who is employed by the association and is under the direction of the executive committee, is J. S. Hubbard, with headquarters at Jay H. Neff Hall, University of Missouri, Columbia.

Since the adoption of the new constitution at the meeting in Columbia last May the Missouri Press association has been incorporated under the laws of the state, which is in keeping with the business program it has undertaken for the newspapers of Missouri.

As guests of Kansas City, the editors were treated to elaborate entertainment during their three days' stay. On Thursday night the Kansas City Star gave a dinner at the New Kansas City Club, followed by a theatre party at the Orpheum theatre; Friday noon Col. Walter S. Dickey, owner of the Journal-Post, was host at a luncheon on the spacious lawn of his home, followed by a mock political meeting for Andy Gump; an automobile tour of the city's boulevard system, and on Friday evening a banquet at the Muehlebach hotel given by the Chamber of Commerce, Kansas City Printers' Supply club and the newspapers, a feature being a radio program by the Star and vaudeville acts from one of the local theatres. The convention bureau took charge of the registration of members and visitors and looked after the comfort of guests in an ideal manner.

The association was fortunate in having as one of the speakers on the unusually interesting program Lou Holland, president of the Associated Advertising Clubs of the World, who spoke on "Truth in Advertising." Mr. Holland told of the work of the Better Business Bureaus in thirty-seven cities in the country and promised the members of the Missouri Press association full information in regard to fraudulent advertising, so that they could protect themselves and their readers.

Another high light on the first day's program was furnished by Dean Walter Williams of the School of Journalism at the University of Missouri and president of the Press Congress of the World, in his address, "The Seven Lamps of Journalism." These seven lamps in brief were, the lamps of Truth, Righteousness, Sympathy, Interest, Leadership, Power, and Sacrifice. Making use of these lamps the dean was sure would bring success to every journalist and make the community in which he lived better for his having worked there.

"Selling Missouri to the State and Nation," was the interesting topic assigned to Jewell Mayes, secretary of the state board of agriculture and owner of the Richmond Missourian. Mr. Mayes presented figures showing Missouri's diversified industries and products. The fact that the state could maintain itself almost entirely from its own products, had in a measure served to make it self-satisfied, but a more progressive spirit was evidenced today and the speaker predicted that it would be only a few years when the state would take its place at the head of the other states in products of almost every kind. Referring to the fact that Jasper county in southwest Missouri had more pure bred Jersey owners of record than any other county in the United States Mr. Mayes said it would be only a few years before Missouri would outstrip the colder dairying states further north. A book of facts, recently issued by the department, will be drawn upon for figures in selling the state to national advertisers. As a fruit state Missouri is fast taking the lead on all kinds of fruit, the soil being well adapted to growing practically everything except citrus fruits.

Monthly Sales Days when handled by a live advertising club were declared a success by H. S. Sturgis of the Neosho Times. While he admitted that some local advertising might have been lost between sales days as a result, Mr. Sturgis declared that the system had worked well in advertising his city and he was sure that his foreign advertising had been increased by the publicity given his city, while the trade territory had been expanded many miles as another result. Mr. Sturgis warned publishers, however, that the system to be a success must have the backing of a strong organization like pointed out, had an advertising club with 130 members in a 4000 town and an average attendance of 70 to 80 at its regular luncheons.

President J. C. Jones of the University of Missouri spoke on "Advantages of Co-operation of the Press and State Institutions" and urged that the editors of Missouri use their influence to get the boys and girls of their communities to seek higher educational standards by giving publicity to accomplishments of young people attaining high rank in the professional and business world because of their scholarship. He urged that the higher aims of the university be given space as well as the athletics which now predominated the news from the universities and colleges.

"The Importance of the Editorial Department" was ably handled by Ralph Ellis, managing editor of the Journal-Post. "The editor today is a part of the community," said Mr. Ellis. "Readers are depending on the newspaper not only for news but for general information. If a public movement is started and the local newspaper does not co-operate and aid, the movement will probably lose. The editorial department is nothing unless the newspaper is accurate, fair and square. The time of the old-time organ which gave only one side of the question is past," declared Mr. Ellis. As an instance of the breaking down of political lines in the public interest Mr. Ellis cited the movement for good roads which had been given support by all papers of whatever political faith and as a result the roads were to be a reality.

Mrs. Mary Blake Woodson of the Kansas City Star gave an intimate analysis of the rural press with her topic. "The Rural Press from the Sidelines." She pictured the different types of editors, from the one who filled his columns with advertising to the exclusion of news, to the one who went to the other extreme and gave everything to the reader except the business news, which would have insured the editor an income and informed the reader as well. Then she described the well-balanced paper with attention to all details where the editor gave full

Assistant Editor at State College

Brookings, S. D.—Mildred E. Yule, a graduate of the Pulitzer School of Journalism with the degree of bachelor of literature, has accepted the position of assistant to the agricultural editor at State college and will take up her work at Brookings September 15. Miss Yule was graduated from the Alexandria high school in 1917, for the next two years was a student at Yankton college and took the last two years of her collegiate

Miss Mildred Yule

work at the New York journalism school. While at Yankton college she served one year as editor of the Yankton Student. She has had several years of valuable experience on the staff of the Alexandria Herald, her father's newspaper, and while studying in New York she syndicated a weekly feature story to a number of South Dakota newspapers. She will spend some of her time in developing a feature story service at the college.

E. B. Yule has been in the newspaper business 38 years. He began to learn the "inside" of the printing trade when he was 12 years old, having been apprenticed to the proprietor of the Lodi, Wisconsin, paper. He earned his board, a place to sleep and ten cents a week. In 1894 he established the Lodi Enterprise, which he ran until 1902, when he came to South Dakota and purchased the Alexandria Herald from the L. C. Taylor estate. He has been in newspaper work in the same plant ever since that time, and three years ago Mr. Yule moved his equipment into a new cement block building. He has served as president of the South Dakota press association, and is now on the executive committee. During his newspaper career he has been assisted by his wife, Calla M. Yule, who in the last four years has set on the linotype practically all of the "copy" used for the paper and job work, too. Mrs. Yule is also business manager of the Alexandria Herald.

measure to advertiser and reader and exacted a fair return for the service. His paper served the community to the fullest degree and was valued by everyone for its high standard.

Harry Denman of the Farmington News, president of the Southeast Missouri Press association, answered the question, "What is News?" in a most satisfactory manner. Besides recording the small happenings of the town and surrounding country, he urged a greater community interest and an attempt to build up ones town in every way possible.

J. F. Hull, the retiring president, spoke of the future of the association in his address, "Looking Forward in Association Work." He pointed to the beginning that had been made the past year in the employment of a field secretary, the incorporation of the Missouri Press Association and in the gathering of statistics to start a guaranteed list of papers for foreign advertising promotion. The ground work had been laid, Mr. Hull stated, and he urged the publishers of the state to get behind the new officers and help put over a program of progress in the year to come. Missouri was an outstanding state in the union and it was the purpose of the officers to make it better known to the general advertiser during the coming year than ever before.

Included in the resolutions passed by the association was one approving the paying of commissions to established advertising agencies, but opposing a commission to advertisers direct, or to any system of fee splitting. A state chamber of commerce was advocated, the new plan of the press association approved and a proper recognition of the 200th anniversary of the birth of Benjamin Franklin favored.

The members and visitors were welcomed to the meeting by President E. O. Faeth of the Chamber of Commerce and by Mayor Cromwell.

It has been suggested that next year the association have a progressive meeting and visit the northwest part of the state which is noted as one of the greatest livestock centers in the country. The plan is to gather in Kansas City and take a special train to Maryville. After a short meeting there autos will be furnished for a ride through the northwest counties to view the prize herds and also visit several of the live towns in that section of the state.

The new board of officers will meet for organization and to plan a program for the coming months during the month of October, probably in St. Louis.

*

Ludlow News Out

The Ludlow Typograph company now has a house organ, the Ludlow *News*. The first number was a two-column, eight-page edition. News of the company's activities and notes concerning users of the company's products of interest to all in the printing craft found space in the number. An editorial appeal to Ludlow users to send in articles of interest to the trade was made. Reviews of unusual jobs accomplished by the Ludlow will be printed in the Ludlow *News* from time to time.

The front page of the first number of the *News* was given over to a story concerning the enlargement of the Ludlow factory. The floor space utilized in getting out the type-casting machines has been increased by 25,000 feet. New machinery and matrix facilities have been added.

Special Edition Heralds Arrival of Newborn

Newspaper folks are the most enthusiastic cusses! Their cup of pep and spirit is usually bubbling over from the effervescence of its contents. When anything happens in their own household you may be sure there is a big hullabaloo.

Witness the stunt of Louis N. Bowman, publisher of the Tri-County News, King City, Mo. Bowman was so overjoyed at the arrival at his home on Sept. 6 of a baby girl that he threw discretion to the winds and lost all track of costs when he issued a special edition announcing the arrival of Margaret Lucille. There were all sorts of gladsome news heads and even bulletins.

Editor Bowman is one of the "live wires" in Missouri journalism. We congratulate him, even though he did expect a boy and was rewarded instead with a girl, because somehow we feel that by the time the Indiana lady has grown to maturity, King City will have progressed to a point where a big daily paper will be issued, and Brother Bowman will require a society editor.

*

Co-operative System of Space Selling

Last March an organization on a co-operative basis was formed in Sioux City, Iowa, to secure national advertising for country newspapers. Since that time the movement has spread, and it looks now as though it will cover the entire United States. Endorsement of the plan from officers of editorial associations in many states have been secured. The association will be known as the the National Co-operative Weekly Press association. Letters are being sent to publishers in all sections of the United States outlining the plan. When all reports are in they will be tabulated and the results carefully canvassed by the board of directors. In the letters sent out Herman Roe, of Northfield, Minn., is listed as chairman and O. J. Benjamin, of the Journal, Nevada, Iowa, secretary.

Publishers will be organized by states, each state to name a member of the board of directors, the directors from all the states to form an incorporated national organization. Executive officers and a central board of managers will be elected, who will be charged with the responsibility of making arrangements for offices in New York and Chicago through which the business of the association will be conducted.

To finance the association through the organization stage a membership fee of $10 will be asked. It is estimated that country publishers who have urged their farmer subscribers to organize co-operative selling agencies as the solution of their marketing problems will be eager to support a similar agency of their own.

To finance our own co-operative association, which is to act as our representative in the centers where orders for national advertising are secured, it is proposed that the members be charged a commission of 15 per cent on the business secured. After paying expenses of the organization a refund of the membership fee will be made out of the first surplus; after this amount is returned a dividend will be paid, based on the amount of advertising secured for each paper.

Celebrates Quarter Century in Newspaperdom

On the 15th of August, Frank B. Nichols, president and treasurer of the Times Co., publishers of the Times and the Independent, Bath, Maine, celebrated his twenty-fifth anniversary. The event attracted greetings from his many friends in the publishing field throughout the country, and was marked by a handsome special edition of the Times, which contained articles by Edward P. Mitchell, editor emeritus of the New York Sun, and Charles M. Lincoln, managing editor of the New York Herald, both of whom began their newspaper careers on the Bath Times.

Mr. Nichols was born in Round Pond, Maine, February, 2, 1868, son of Capt. Thomas and Mrs. Augusta Barrett Nichols. He attended the town schools of Bristol and graduated from the Coburn Classical Institute in 1888, and Colby College in 1892.

For a brief time after graduating from Colby he taught school, and was principal of Cherryfield Academy, when he accepted a position in the advertising department of one of the several large patent medicine firms then flourishing in Maine. He soon grasped the value of advertising, and his next change was to assume the business management of a new daily paper at Rockland, which he started with two other Colby men as associates, S. D. Graves '93 and W. B. Nash '94. Selling out his interest in The Rockland Daily Star in '95 he came to Bath at the solicitation of John O. Patten, then owner and publisher of The Bath Daily Times. and in 1897 purchased the paper of which he has since continued proprietor. Under his management The Times has steadily grown, in size, circulation and influence in the community, with one of the best equipped plants in Maine. The Times furnishes its readers with a local news service second to none of any daily paper in Maine while he has constantly improved its telegraphic news service. Mr. Nichols subsequently combined the Bath Independent, a weekly newspaper, published by The Times Co. and The Enterprise, a semi-weekly. In 1902 he established the Brunswick Weekly Record which one year later absorbed The Brunswick Telegraph, and today the Record in circulation is exceeded by only one weekly paper in the State and in equipment second to none.

Mr. Nichols is also vice-president of the Biddeford Journal Publishing Company of Biddeford, publishers of the Biddeford Daily and Weekly Journal, a director of the Bath National Bank, a vice-president and director of the Maine Automobile Association and associated with many other activities in his city and State.

He married Miss Ella D. Nickels of Cherryfield in 1895 and they have one daughter, Mrs. Paul K. Niven of Providence, R. I., and one son, Barrett C. Nichols, a student at Bowdoin College.

Mr. Nichols served on the executive council from the third councillor district of the State during the administration of Governor Carl E. Milliken in 1917-18

*

In trimming large quantities of booklets it is often found that table room is at a premium. If the booklets are piled up chimmey fashion, take care to keep the head all in the same direction, it will be found they can be piled up to much greater height and with a great saving of table room.

Editors Fete California Candidate

Seventy-five editors of California met September 5 to do honor to Friend W. Richardson, who won the nomination for governor on the Republican ticket. Mr. Richardson was particularly profuse in his praise of the newspaper assistance, which he characterized as having won the fight for him.

"Two things made my victory possible," said Richardson, "the newspapers and the fact that I had the right issue. In every town where the papers supported me I won handily. If I had only had one paper in San Francisco I could have carried that city, but I lost there by 9,000."

Richardson made his fight on the plea that he would give the state an economical administration and his friends, the editors, guaranteed his assertions, making his election possible. The prospective governor is an old newspaper man himself and through his connections with the state association, is known to the tripodeans all over the west.

Friend Wm. Richardson, for twenty years president of the California Press Association, was nominated the Republican candidate for governor of California at the primary election on August 29, with a safe majority of 20,000 votes over the incumbent Governor Stephens. This nomination is conceded to be equivalent to election in November.

Mr. Richardson's nomination was a complete surprise to the politicians of the state machine, who had not considered him to have had a ghost of a chance.

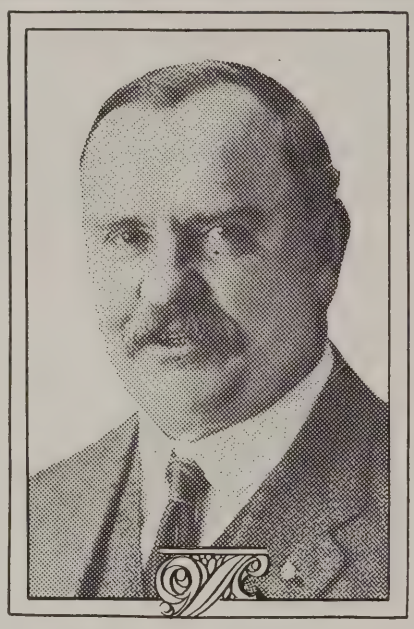
The campaign was conducted entirely by a newspapermen's campaign committee, under the lieutenancy of George D. Squires, attorney for the California Press association, and was remarkable for the unanimity with which publishers of dailies and weeklies all over the state, outside of the metropolitan cities, gave their support and their advertising and news columns to the cause.

Friend Wm. Richardson has been more than merely an official head of the California Press association; he has been the working force in the organization, the mind behind the activities, the moving power. His first newspaper connection was with the San Bernardino (Cal.) Daily *Times-Index,* to which job he went from the clerkship of the county court. In two years he was owner of the *Times-Index.* In 1901 he purchased the Berkeley Daily *Gazette,* and placed it also on the way to prosperity and influence.

In 1911, Mr. Richardson was appointed state printer by Governor (now Senator) Hiram Johnson. He put this office on an efficiency basis and made a big reduction in the cost of printing school books and in the state's general work. His accomplishment was a big factor in establishing free school books.

In 1914 Friend Richardson ran for the office of state treasurer, receiving the nomination and endorsement of the three leading parties. In 1918 he was re-elected by the largest plurality received by any candidate. In the treasury Mr. Richardson has increased the earning power of state deposits more than two hundred thousand dollars a year, and has run the office efficiently and economically.

His campaign for governor was on a platform of economy and retrenchment, on the showing that the state budget has grown six times as fast as population in the past ten years.



Friend W. Richardson
California newspaperman nominated Republican candidate for Governor

Oldest Printer Communes With Oldest Press

The oldest printer in the state of New Hampshire saw the oldest press in the United States recently at Concord.

The press, a feature exhibit of the Graphic Arts exposition in Boston passed through Concord on its way from Montpelier, where it is to be returned to its abiding place in the state capitol. A stop was arranged for a half hour in front of the Concord (N. H.) Patriot office.

Arthur E. Ham, a Boston paper merchant, accompanied the press and during his visit at the office greeted Elias H. Cheney, senior editor of the Granite State Free Press of Lebanon. Mr. Cheney, who is ninety-one years of age, had been visiting his son, Harry M. Cheney. He became a newspaper proprietor in 1853, when but twenty-one years of age. He told Mr. Ham that he thought he could operate the ancient press and with a little adjusting could turn out a creditable job.

Before the truck bearing the 300-year old press arrived in Concord, Editor Cheney, guided by Foreman Campbell Wright, inspected the Patriot plant and showed much interest in the modern facilities for news gathering, typesetting and printing as well as the convenient arrangement of the quarters provided for the paper in the handsome new building.

Mr. Cheney, who is believed to be the oldest editor in the United States, can recall seeing Luther Roby print bibles in the early forties in what is now Larkin's store, and he told of sleeping over night in the American House, on the site of the new Patriot building, when but seven years of age.

While in Concord Mr. Ham met James Tobias, who had the distinction a few years ago of operating the old press. Before leaving Montpelier on Thursday morning Mr. Ham received from the secretary of the Vermont Historical society some books which were printed on the old press and were displayed with it at Boston last week.

Free Circulation When Sun Does Not Shine

L. B. Brown, publisher of the St. Petersburg, Fla., Evening Independent, who was a recent visitor in Skagway, Alaska, saw snow for the first time in ten years while on the trip. Mr. Brown was accompanied by his daughter, Miss Louise Brown, Mrs. Brown remaining in Vancover, preferring to stay on dry land and await the return of her family from Alaska.

Mr. Brown's paper issues post cards with a picture of the home of the Evening Independent, and the inscription on the reverse side bearing the words, "The Evening Independent, the Sunshine Paper of the Sunshine City—the only newspaper in the world that gives away its entire circulation absolutely free to everybody every day the Sun does not shine upon its office. In eleven full years the Evening Independent was called upon to make good by giving away its editions only sixty times."

Mr. Brown and daughter rejoined Mrs. Brown at Vancouver. They proceeded through the Canadian Pacific Rockies on their homeward stretch.

*

Celebrates Paper's Birthday by Moving Into New Plant

Samuel E. Boys is a livewire Indiana newspaper publisher, a member of the Inland Daily Press association and a believer in staging events that compel attention. Aside from being brought into the limelight when his wife and able assistant in the publishing business was appointed woman's publicity director of the republican national committee, Mr. Boys brought forth a great amount of talk about himself by planning a celebration of the seventy-first anniversary of the founding of his newspaper by moving into a fine new building and changing the name of the paper back to its original name, the Plymouth (Ind.) *Pilot.*

The event was celebrated with a special thirty-two page edition in which Mrs. Boys' women page features played a prominent part.

The Pilot has been known for a number of years as the Republican. The original name more clearly explains its policies. The paper will remain in politics, the same as it has been since Mr. Boys acquired the publication.

The new home of the newspaper is 44x72 and has two stories and a basement. The upper portion of the structure, for the present, is to be converted into housekeeping apartments. The building is of brick and steel construction and is conveniently arranged for newspaper purposes.—*Fourth Estate.*

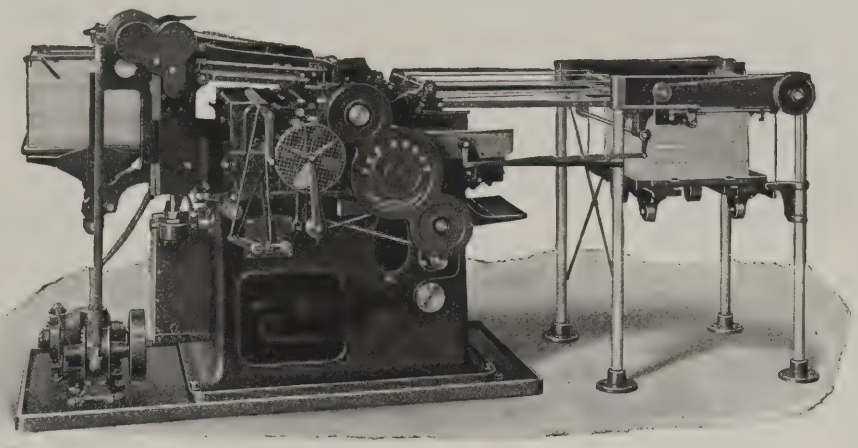
*

Elgin Courier Presents Historical Number

The strides made in business and civic activities of Elgin, Ill., were told by story, picture and advertising in the August 31 issue of the Elgin Daily Courier. Special feature stories pertaining to the developments of various organizations, schools, hospitals, churches, and the industries of the city were related in the edition, which was of fifty-two pages.

The newspaper carried its readers back to the old hitching post days. The present day developments and the activities of the numerous enterprises that make up a progressive city were printed.

The special number was well arranged and a good amount of advertising made the effort worth while for the newspaper.



The Little Kelly Automatic Press with Extension Delivery

KELLY AUTOMATIC PRESSES

AT THE RECENT GRAPHIC ARTS EXPOSITION IN THE CITY OF BOSTON WERE AMONG THE LEADING FEATURES OF THE SHOW, AS THEY HAVE BEEN AT ALL PREVIOUS EXPOSITIONS

102,208 Letterheads in Eight Hours

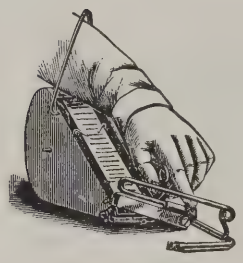
STARTING promptly at the opening hour, Monday, August 28, a single Little Kelly, Style B unit (a part of our exhibit), continued constantly, consistently and without interruptions during the entire week, turning out an enormous quantity of excellently printed sheets, including an eight-hour run which produced 102,208 letterheads, cut from 25,552 sheets. This is double the total number of letterheads that could be printed in the same working time on any other small automatic bed and cylinder press shown at the exposition, and proves our claims for the Little Kelly as having unexcelled speed, and handling a larger sheet, doing more and better work than any other job press; this is only part of the story of Kelly superiority. Not a wrench was used for adjustment or a stop made for any mechanical cause during the entire week. This unparalleled performance at an exhibition greatly impressed every visitor. Kelly users, of course, were not surprised, as they are doing as well day in and day out in their own plants, and some of their runs have far exceeded our output at the exposition.

Let us tell you more about this working wonder of the pressroom; this Kelly printing, cost reducing unit, backed by eight years of success. Don't experiment.

American Type Founders Company

WRITE OUR NEAREST SELLING HOUSE

What Kelly Presses are doing for others they can surely do for you



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

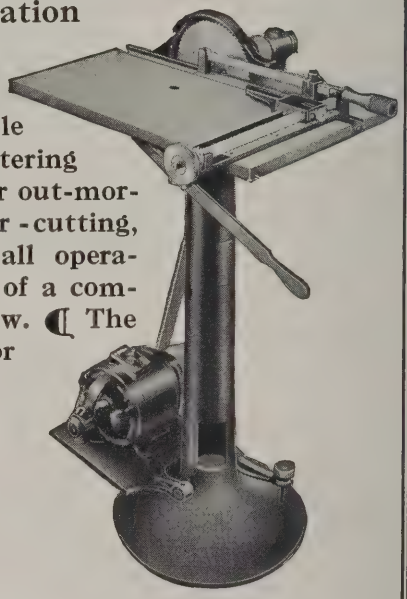
Write to-day for interesting Booklet

The Robert Dick Mailer
137 W. TUPPER ST. BUFFALO, N. Y.

LACLEDE SAW and TRIMMER

MODEL B

Saws and Trims in One Operation



Equipped with the most rapid and simple method for mitering Can be used for out-mortising, under-cutting, mitering and all operations required of a composing room saw. ¶ The table is level for all operations. Column cannot clog up.

Powerful work holder

Write Dept. C for further information

LACLEDE MFG. CO. 119-121 N. First St. St. Louis, Missouri.

WILKE'S TYPE METALS

Are Carried at the Following

WAREHOUSES.

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ATLANTA—Morrow Transfer & Storage Co., 177 Marietta St.
BOSTON—MacDale Warehouse Co., 404 Paddock Bldg.
BUFFALO—Buffalo Storage & Carting Co., 350 Seneca St.
CHICAGO—Metals Refining Co., 327 S. La Salle St.
CINCINNATI—B. & O. Warehouse Co., 6th & Baymiller Sts.
CLEVELAND—Ninth St. Terminal Warehouse Co., 1200 W. 9th St.
DALLAS—Inter-State Forwarding Co., 601 Elm St.
DETROIT—Edgar's Sugar House, 1924 La Fayette Blvd.
KANSAS CITY—Central Storage Co., 1422 St. Louis Ave.
LOUISVILLE—Tabb's Storage Warehouse, 211 N. 15th St.
MINNEAPOLIS—Colonial Warehouse Co., 210 3rd Ave.
NEW ORLEANS—Douglas Public Service Corp.
NEW YORK—Metals Refining Co., 41 Park Row.
OMAHA—Mercantile Warehouse Co., 11th & Jones Sts.
PITTSBURG—Commercial Storage & Transfer Co,. Herr's Island.

LINOTYPE—MONOTYPE
STEREOTYPE—COMBINATION

METALS REFINING CO.,
Sole Manufacturers
HAMMOND, INDIANA.

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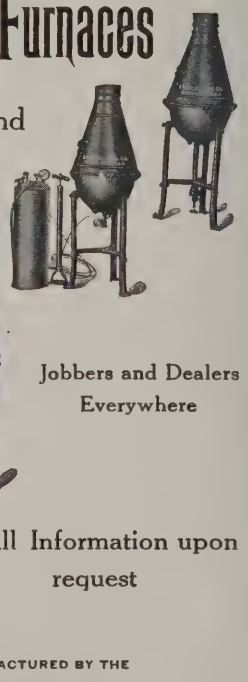
Scientifically Designed and Substantially Built in sizes to meet the requirements of any Office



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for Every Purpose

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GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

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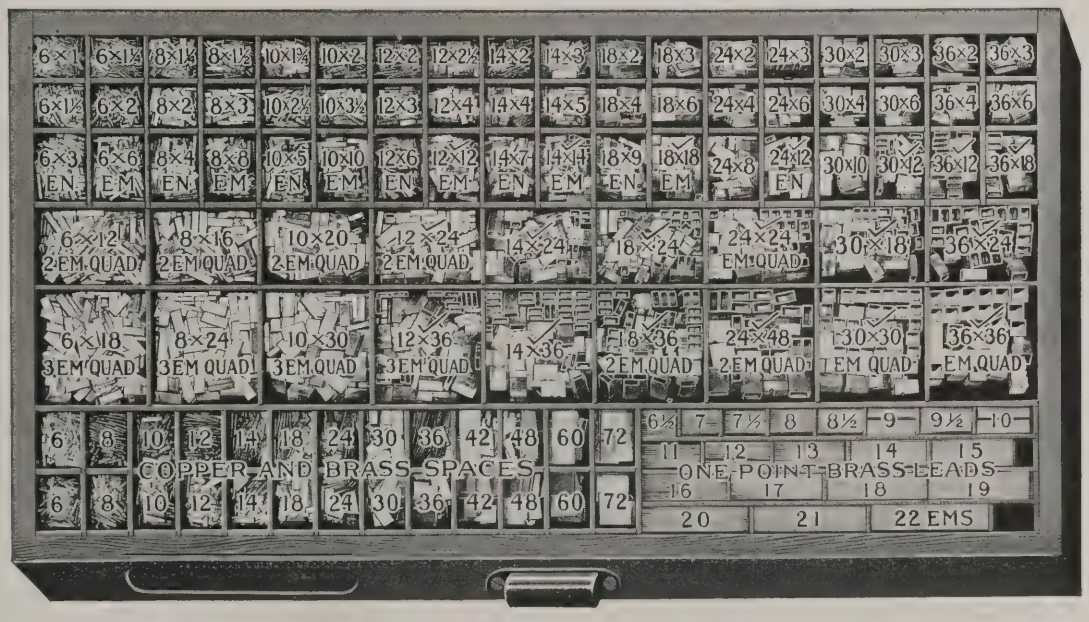


Superior Spacing Materials

EVERY MAN WHO SETS TYPE KNOWS
THAT THIS IS TRUE:

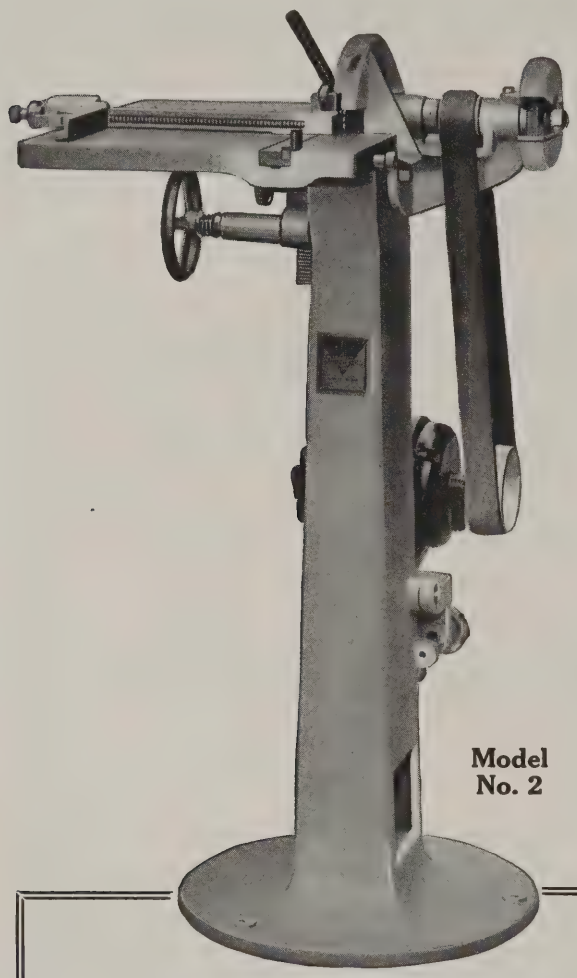
"There can be no such thing as Efficiency in Composition until each and every Compositor has been provided with a separate and complete outfit of all the needful SPACING MATERIALS on his individual work bank—ready to hand."

ABOVE we show our new Jobwork Assortment of SUPERIOR SPACING MATERIALS in a standard size case which fits on top or in the rack of any regular cabinet or casestand. The contents provide an adequate outfit of Spaces and Quads [all large Spaces and Quads Cupcast], Copper and Brass Thin Spaces and Brass One-Point Justifying Leads. We have a different Adwork Assortment for newspaper ad compositors. Write for SUPERIOR SPACING MATERIALS circular.

Barnhart Brothers & Spindler

Superior Equipment for Printers

CHICAGO WASHINGTON DALLAS SAINT LOUIS
KANSAS CITY OMAHA SAINT PAUL SEATTLE



Model No. 2

The Most Useful Machine In Their Office

"The C. & G. Trimmiter purchased from you severa months ago is giving the best of service in our printshop, and unhesitatingly pronounce it one of the most useful machines of our equipment. A machine of its kind is a necessity in every up-to-date printery."

WEST BEND PILOT, West Bend, Wis.
(Signed) H. B. Kaempfer, Publisher

THE above is one of the many testimonials received from newspaper and job plants, who are a unit in saying, "the

C. & G. Trimmiter

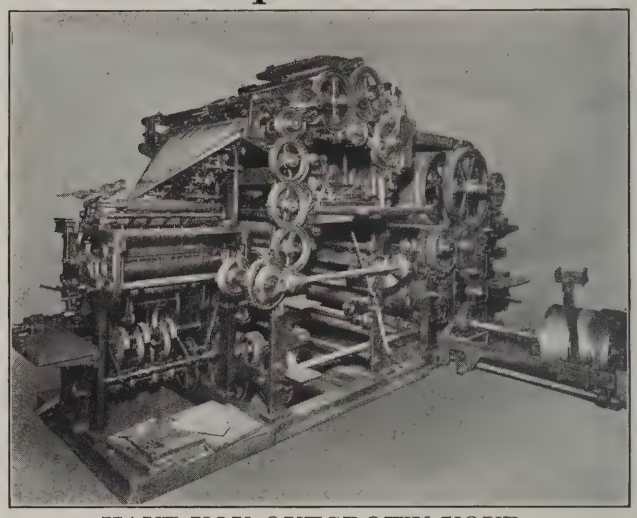
is the fastest, best and safest composing room saw on the market." Made in three sizes, one of which will suit your requirements. Write us for "Proof" of users' comments, specification sheet and prices.

C. & G. MFG. CO.

538 S. Dearborn St. Chicago, Ill.

A BARGAIN IN A

Hoe "Unique" Web Press



HAVE YOU OUTGROWN YOUR PRESS FACILITIES?

If so, the 12-page Hoe Rotary Web Press (shown above) will supply the needed extension.
It will print newspapers of either six or seven columns wide, with page 22¾ inches long.
Its running speed is: 4 or 6 page papers, 20,000 per hour; 8-10-12 page papers, 10,000 per hour. For more than 12 pages, make two runs.
Complete with stereotype outfit, arranged for belt drive.
Sold in good operating condition at a very low price—less than the price of a good-sized two-revolution press—about what the stereotype equipment alone would cost new.
For an interior daily or semi-weekly or weekly, of substantial circulation, hampered by present press facilities, this press represents an unusual opportunity.

Monthly payments on part of the purchase price—easy to buy.

BAKER SALES COMPANY,
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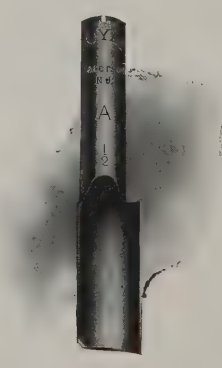
STEEL AND COPPER PLATE ENGRAVING

To the Trade Prompt Service

The American Embossing Company
192-96 Seneca Street BUFFALO, N. Y.

CUTTERS THAT CUT



Are made in over 175 varieties. A cutter for every routing service.

Send sample of work and we will suggest the appropriate cutter.

John Royle & Sons
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Photo-Engravers' Machinery

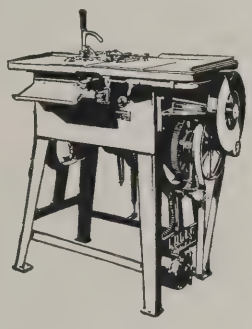
The Ludlow

Prevents Loss and Offers a Profit

YOU are a good printer—you are turning out good work and lots of it. But are you making your fair profit? Do you lose in the composing room what you make on your presses and then barely come out even or suffer a loss?

Put Composition on a Profit Basis

"We believe that the Ludlow would pay for itself in two years in type bills alone. If you have much work requiring standing forms, or recasting for the purpose of running several at a time, you will find it of particular advantage."—The Martin Printing Company, Cleveland, Ohio.



Eliminate cost uncertainties. With the Ludlow you do not guess at cost of composition on a job—you know. You have only so much setting and make-up at so much per line. You can meet your estimate every time.

Increase your capacity for composition by the Ludlow method, by which your compositor may cast unlimited new type in any font as needed for each job, on slugs which cannot pi.

Lower your costs on composition and make-up by the Ludlow System, which cuts down your floor space and prevents loss of time hunting for sorts, picking forms and on account of pi.

Stop distributing dead forms. Dump them into the hell box. Keep your compositors on productive work. Who wants to distribute old, worn type when unlimited new faces on slugs are cheaper than distribution!

Use more multiple forms. Save composition and electrotype expense by recasting each line. Make up enough forms to fill the capacity of your press.

Get non-competitive jobs by having an unlimited capacity for big-type composition—big charts, directory sheets for use in department stores, posters and broadsides. Remember that unlimited quantities of 42, 48 and 60-point faces are easily available, as needed.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

The No. 20 Automatic Inking

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Roller Series Proof Press

The No. 20 Press is one of the several evolutions of the Rigid Bed Idea in printing presses.

It gives you the greatest accuracy in impression; the nearest perfect ink distribution; the quickest, easiest and best handling of all galleys and forms within its scope—all this with the most rigorous simplicity and durability of parts.

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Originators of the Modern Proof Press

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Get in Touch!

LET'S get the ice broken between us. Let's start something by actually getting in touch. You know that other printers by the hundreds are profiting by the Western States Service—but *you* don't quite understand what we do. Our methods are new and strange to you—so you have hesitated about getting in touch.

All right. Let's get together first on something straightaway, that you *do* understand.

Let's quote you, say, on the next lot of "stock" envelopes you want.

That will bring us together—then once started, you'll find it easier to get acquainted with the more complex end of our service, where the really big economies come in.

Write to-day—for the sake of starting.

We Protect the Trade

Western States Envelope Co. Milwaukee Wisconsin

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

AMERICAN
Model 31

6 Wheels $18.00

AMERICAN NUMBERING MACHINE CO.

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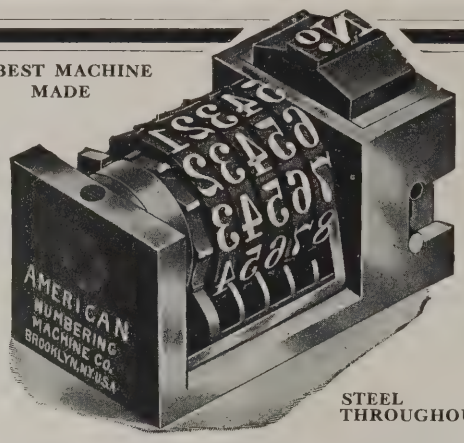
123 W. Madison St. Chicago, Ill.
66 Houndsditch London, England

BEST MACHINE MADE



STEEL THROUGHOUT

AMERICAN
Model 30

5 Wheels $16.00

In stock and for sale by
DEALERS EVERYWHERE

Specify AMERICAN when ordering

Classified

Here is a market-place for everyone—a convenient, economical, result-bringing medium—that will sell equipment for you, secure help, aid you to a new position, if you are seeking one; being buyer and seller together.

The rate is 25c per line, each insertion. Copy must be in the 20th of the month preceding issue, to insure insertion. Address all communications to National Printer-Journalist, Montgomery Bldg., Milwaukee, Wis.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

INSTRUCTION

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

EQUIPMENT FOR SALE

FOR SALE—One No. 401 Brown 3 Parallel Fold Machine, 30x42 in size down to 16x21. Good Condition. Half Price, $350.00. F. O. B. St. Joseph, Mo. Cash. W. M. BADGER, St. Joseph, Mo., Box 757.

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EDITOR WIDELY QUOTED PAPER OFFERS UNUSUAL daily service; high-class editorials, quatrains, paragraphs at low cost; gives paper prestige in wide territory; write for offer, but do it now to insure district franchise; you be judge. STERLING EDITORIAL SERVICE, BOX 15-B, CANTON, OHIO.

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WANTED.—JOB PRINTERS WHO WANT TO KNOW how to quote their own prices (printed) always up-to-the-minute, "right off the bat," on 100 to 10-M lots of almost any job of printing, to postal name and address NOW to HART PRINTING CO., Publishers, Danville, Va.

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"EDITOR WANTED—Position is open for a man with newspaper experience as editor on an old established county-seat weekly. Well equipped plant and good field. Give qualifications and experience. Must have first class references." Dept. D., National Printer Journalist, Montgomery Bldg., Milwaukee, Wis.

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$50,000 FOR $5,000; $10,000 FOR $1,000. EVER RECEIVE AN OFFER LIKE THAT?

WANTED: Party or parties to advance $1,000 to $5,000 to procure patents for several printing trade inventions of utmost importance and for their manufacture and sale. Easily manufactured; cost little; sell at good profit. Thirty-five years experience; save $25 to $100 per month in 2 to 5 man office; cost $2 to $25 to purchaser; time and labor saving; money refunded if profits are not satisfactory; all communications confidentially answered until bargain is closed. References. CHARLES JAGMETTY, 419 LONDON AVE., EGG HARBOR CITY, NEW JERSEY.

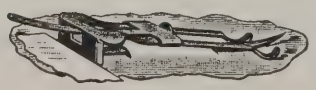
Cline Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

Write Us for Further Details

Cline Electric Mfg. Co. Chicago-New York

QUICK ON



Megill's Patent

SPRING TONGUE GAUGE PINS

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. & Mfr.

763 Atlantic Ave., Brooklyn
From Us or Your Dealer. FREE BOOKLETS

VISE GRIP

Megill's Patent

DOUBLE GRIP GAUGES

THE beautiful murals in the cathedrals of Europe were painted, not only to glorify the structures, but to carry the story of the scriptures convincingly and forcibly to the people. The early ecclesiastics realized, as we do today, the power of pictures to tell the story far more clearly and quickly than the written word.

To help you carry your message to this vast buying public the Barnes-Crosby Studios are happily equipped with versatile talent of the first order and Photo Engraving Shops, which are the last word in equipment and personnel.

BARNES-CROSBY COMPANY

E. W. HOUSER, PRES.

ADVERTISING ART STUDIOS
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226-232 WEST MADISON STREET . . CHICAGO, ILLINOIS
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Thirty-six years' knowledge and experience are behind every LINOTYPE sold today.

Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation. The Linotype is the machine of No Compromise.

The illustration shows an operator changing the lower magazine of a Model 14 Linotype; from the front, of course, because that is quicker and more convenient for the operator.

Composed entirely on the LINOTYPE

NATIONAL PRINTER JOURNALIST

NOVEMBER, 1922 — Vol. 40. No. 11

THIRTY-NINTH YEAR

Published by
Trade Press Publishing Co.
Milwaukee, Wis.

Subscription Price
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A Monthly Magazine for Printers and Publishers

GOSS

"COMET"

The Ideal Press for the Big "Little" Paper

(Daily, Semi-Weekly or Weekly)

Prints 4-, 6-, or 8-page newspaper from roll paper and type forms. Always reliable and dependable —no web breaking.

The original single-acting press in a class by itself

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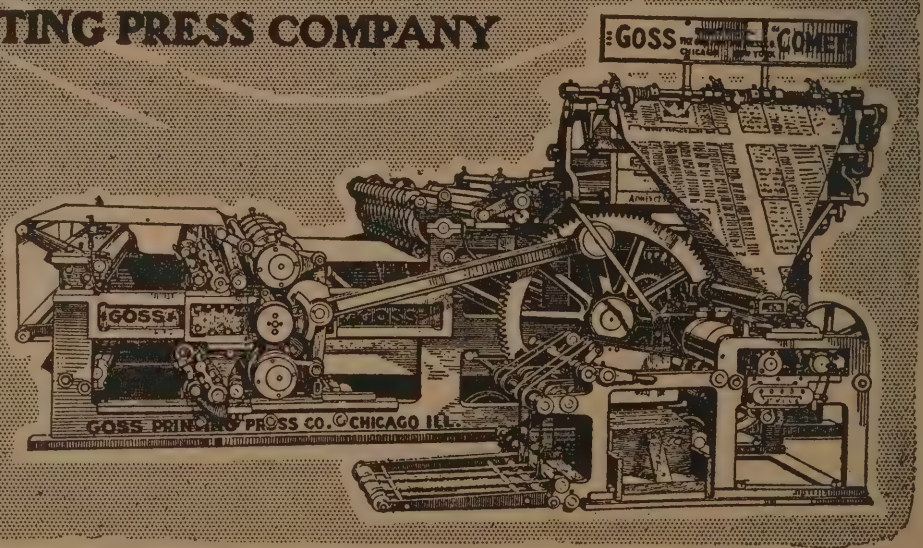
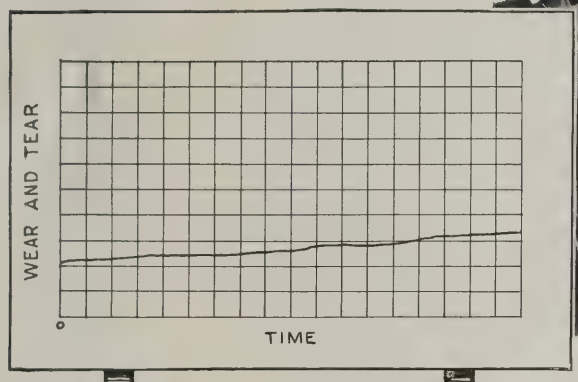
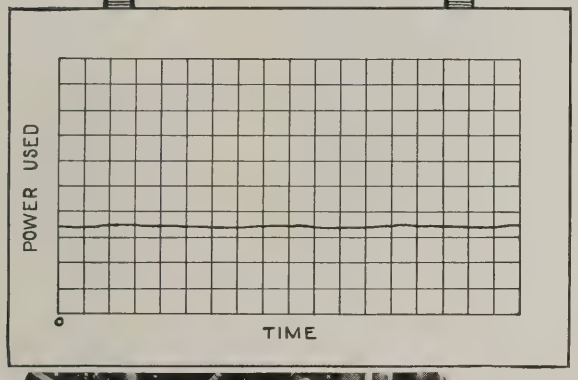


A Way to Stop the Wear and Tear—and the Unnecessary Current Consumption





C-H *Linotype Drive—Controlled by the C-H Automatic Economy Switch*

C-H *Automatic Economy Switch*

When the Operator Doesn't Come Back at Once

When you get out of your automobile, you switch off the ignition—no need to let the motor run needlessly.

It's the same with the linotype machines in your shop. You can insure against the needless operation of the motors by equipping all these machines with the C-H Motor-drive and Automatic Economy Switch.

When the operator leaves his machine—to be gone just a moment—he may be detained. You need not worry, however—the little watch dog—the C-H Automatic Economy Switch—will see that the current is cut off and all waste and wear and tear stopped.

New machines, as well as those you are using, may be readily equipped. Just tell us the make and type of machines, and we will send you complete information and prices.

The sooner you get this equipment, the sooner your savings begin. Ask for Publication 3003.

THE CUTLER-HAMMER MFG. CO.

Printing Equipment Department
Times Building, New York City

Branch Offices:
NEW YORK · CHICAGO · BOSTON · PITTSBURGH · PHILADELPHIA
CLEVELAND · CINCINNATI · DETROIT · ST. LOUIS
Works: MILWAUKEE *and* NEW YORK

C-H *Linotype Drive and Control*

Resolute Ledger

can speak for itself a far stronger message of quality, endurance and reliance than lies within the power of these few words. A greater service to you is to tell you where you can get it. The following list not only does this but also speaks volumes for RESOLUTE LEDGER.

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NEENAH 1873 QUALITY

NEENAH
PAPER COMPANY
Neenah, Wisconsin

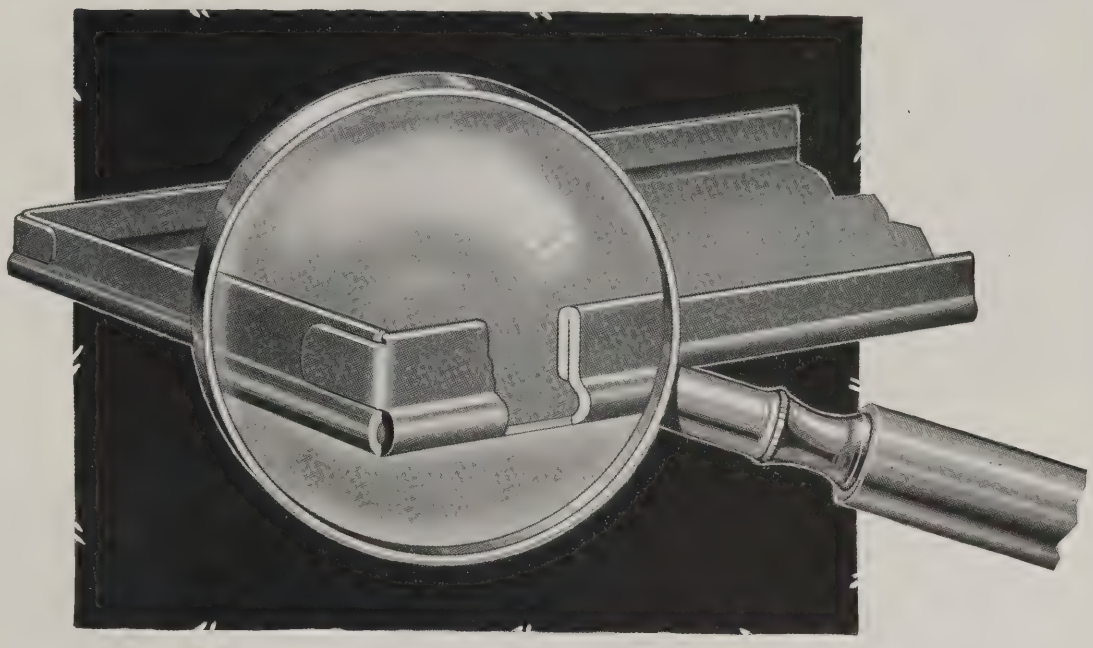
Makers of OLD COUNCIL TREE BOND, SUCCESS BOND, CHIEFTAIN BOND, NEENAH BOND, WISDOM BOND, GLACIER BOND, STONEWALL LINEN LEDGER, RESOLUTE LEDGER, PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

Note the Tear and Wear as Well as the Test

The New Hamilton Galley

(PATENT APPLIED FOR)



NEW? *Yes;* radically different from anything heretofore produced; the latest word in galley construction

The illustration presents a full-size corner detail, showing the double walls with rounded edges—features that insure unusual accuracy, strength and rigidity.

No expense has been spared to produce a galley commercially accurate and as nearly perfect as a discriminating trade requires. Made in one piece; electric welded corners; material specially prepared, perfectly smooth, of uniform quality and the best obtainable for the purpose. Elaborated dies in mammoth presses form the head and sides in double walls that provide practically double the strength of any other galley design, with top edges always round and smooth and galleys uniformly square, thereby insuring a finished product which may be used equally satisfactorily for storage or make-up—a real ALL-PURPOSE GALLEY—a BETTER Galley at no increase in price.

The Hamilton goods are designed and built by craftsmen with a technical knowledge acquired by almost fifty years continuous application to this line.

Manufactured by

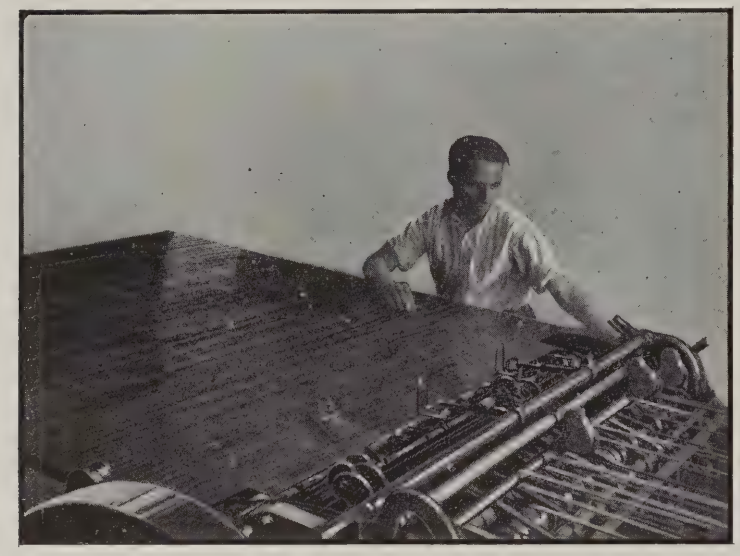
The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House. RAHWAY, N. J.

Hamilton Goods Are For Sale by All Prominent Type Founders and Dealers Everywhere

Continuous Production—*The Secret of Low Cost*



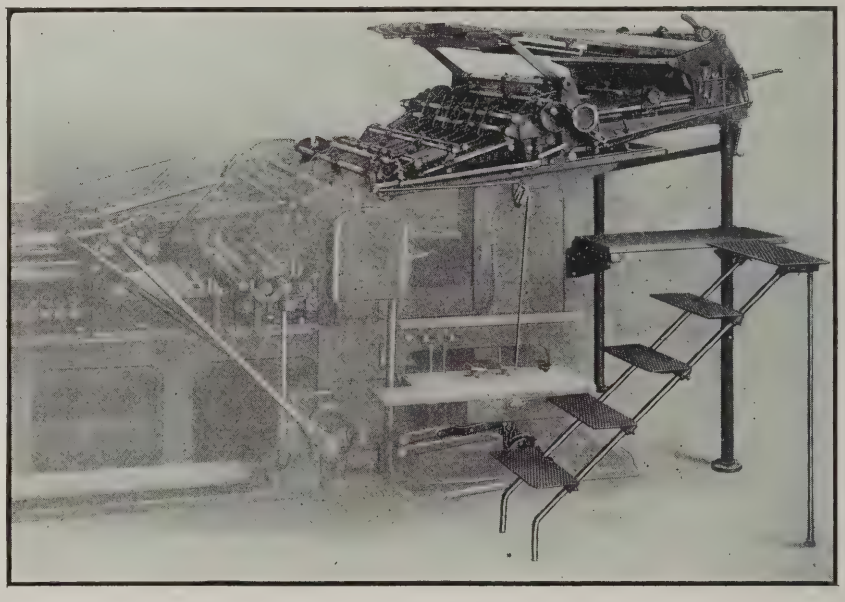
THE time lost in stopping, reloading and starting the press, turned into productive time, would pay the cost of an automatic feeder in 12 to 16 months. Continuous production can't be maintained when the press stops running every 300 to 500 sheets while another lift is being loaded.

Your assistant pressman can load the Cross Continuous Feeder while the press is running and has time to watch the job for color and workups as well. He can relieve your pressman from interruption while making ready the job on the other press.

WE are now operating in our pressroom twenty-two Cross Feeders. It is our opinion that there is an increased production over hand feeding of from 30% to 35%.

We also find that we are able to run on our cylinder presses large light-weight sheets which would be practically impossible to feed by hand.

J. W. CLEMENT CO.
BUFFALO, N. Y.



The Non-Stop Feature of the Cross Continuous Feeder adds 2000 to 3000 extra sheets to the printed pile during a day's run without increasing the speed of the press or adding to its overhead. And it is the size of the printed pile at the end of the day that counts.

The Cross is the pioneer continuous feeder and has maintained its superiority throughout the world over any feeder of its type for a period of twenty years.

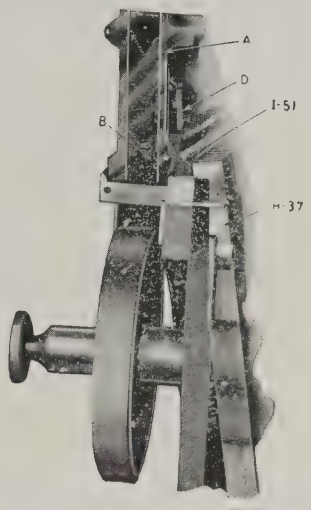
DEXTER FOLDER COMPANY · 28 West 23rd Street, New York

Folders, Cross Continuous, Dexter Suction and Dexter Combing Pile Feeders

CHICAGO PHILADELPHIA BOSTON CLEVELAND ST. LOUIS DALLAS ATLANTA SAN FRANCISCO

WHY LINOGRAPH SIMPLICITY MEANS EFFICIENCY

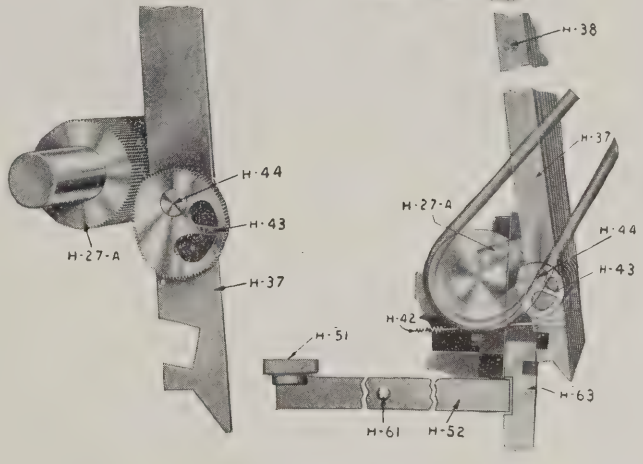
A Simple and Positive Keyboard Action



The LINOGRAPH keyboard mechanism is simple in the extreme. When a keybutton is touched the action is positive, and a matrix is certain to drop. Note carefully the larger illustration while reading the following explanation of the action. You will readily see just why *Linograph Simplicity Means Efficiency.*

Upon touching the keybutton, the trigger is raised allowing the eccentric cam on the reed to engage the corrugated steel roller. The revolving cam raises the reed which releases the one-piece escapement. The tripping of the escapement releases a matrix.

Now note the smaller illustration. This shows the hardened steel eccentric cam and a section of the roller. These engage like small gears, insuring an immediate and certain response.



Key to Illustration

A	Magazines	H-51	Keybutton
B	Matrices	H-37	Reed
I-51	Escapement	H-52	Keylever
H-63	Trigger	H-43	Eccentric Cam

H-27a Keyboard Cam Roller

The Keyboard mechanism of the LINOGRAPH alone eliminates several hundred parts, and incidentally a lot of trouble. The positive action assures instant response, which in turn insures clean proof. Clean proof means — no resetting of lines and greater profits.

Learn more about this really simple machine
Write today for detailed information.

The Linograph Company

Davenport, Iowa, U. S. A.

European Representative
Etablissements Pierre Verbke
Brussels, Belgium

Australasia, South America
Parsons & Whittemore
299 Broadway, N. Y. City

NOTE: THIS IS THE THIRD OF A SERIES OF ADVERTISEMENTS EXPLAINING HOW THE LINOGRAPH CAN BE THE SIMPLE, EFFICIENT MACHINE THAT IT IS. OTHERS WILL FOLLOW.

COVERS
FOLDERS
LETTERHEADS
POSTERS
HANGERS

Our New Home

The announcement of our removal to new and larger quarters at 814 Winnebago street, Milwaukee, is of mutual significance and satisfaction to our patrons and ourselves.

To our business friends it means that, with a plant covering 5000 square feet of floor space and with added facilities here offered, they are assured of a still more complete standard of workmanship and service.

We, in turn, find satisfaction in the knowledge that we will be able to reach closer to our ideals of business co-operation.

These ideals include the desire to furnish the utmost in engraving craftsmanship—with skill—with intelligence—with speed consistent with good work—and with an understanding of your needs that permits us to work with you rather than for you.

Our steadily growing list of pleased patrons has necessitated the growth we have achieved.

PREMIER ENGRAVING CO.

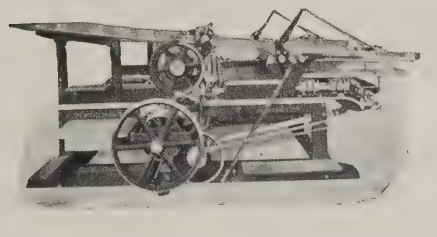
DESIGNERS ENGRAVERS

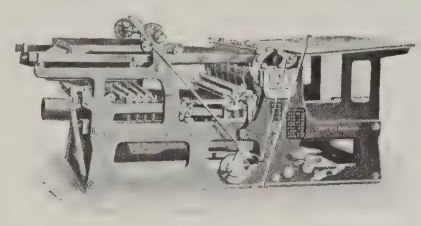
MILWAUKEE 814 WINNEBAGO STREET WISCONSIN

HALFTONES
ZINC ETCHINGS
COLOR PLATES
EMBOSSING PLATES
ELECTROTYPES

Johnsonized

We have at St. Paul, a very good stock of printing machinery that is thoroughly remanufactured and guaranteed for all practical purposes to be as good as new. JOHNSONIZED machinery, whether printing, binding or typesetting, carries an absolute guarantee against defective material or workmanship. The quoted prices include the services of a competent mechanic to superintend the placing and erecting in your office, and includes the instructing in the operating and proper care of the machines. It also includes all standard equipment that goes with new machines of similar styles. We try to eliminate all of the worries of the new installation from the customers shoulders by applying our own specialized knowledge and experience in a practical way.





One No. 1 Miehle, Bed 39 x 53, fly delivery, modern highest grade job and book press.....$3700.00

One Century two revolution, Bed 36 x 48, four form rollers, gear distribution, front fly delivery, air springs, Miehle style bed motion, high speed, high grade $2700.00

One, two revolution Whitlock, Bed 34 x 47, four form rollers, front fly delivery.....$2600.00

One, two revolution Stonemetz, Bed 25 x 33, air springs, front fly delivery.....$1250.00

One, two revolution Pony Campbell, Bed 23 x 30, front fly delivery, impression trip.....$1000.00

One, two revolution Lee, Bed 25 x 38, air springs, front fly delivery. $1200.00

One, two revolution Swink, Bed 27 x 40, front fly delivery..$1650.00

One, two revolution Pony Century, Bed 25 x 31, front fly delivery... .....$1500.00

One, two revolution Whitlock, Bed 29 x 42, four form rollers, front sheet delivery.....$2200.00

One, two revolution Pony Century, front fly delivery, Bed 26 x 35.... .....$1700.00

One Babcock Standard Drum, Bed 27 x 38.....$1200.00

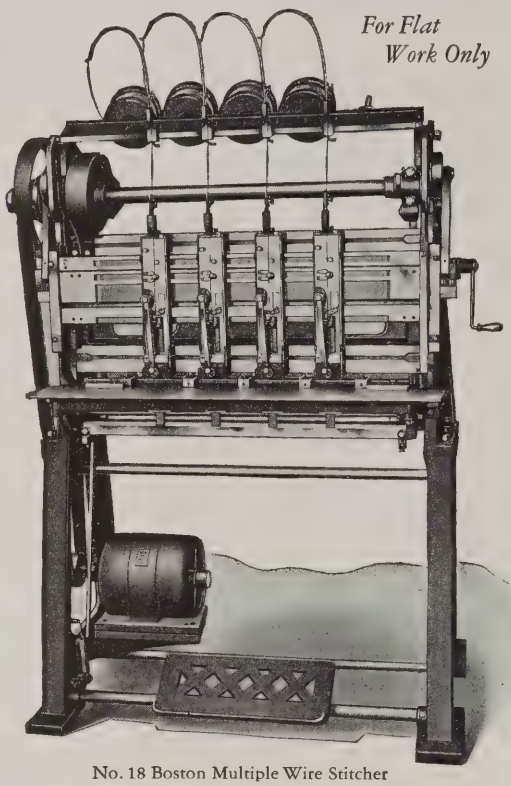
One Babcock Express Drum No. 3, Bed 24 x 31.....$1000.00

This is only a partial list of our stock. A complete list sent where requested. We also sell practically all of the new makes of printing and binding machinery, and supplies.

C. I. Johnson Manufacturing Co.,

St. Paul, Minn.

Chandler & Price, Challenge and Golding Products.
Morrison Perfection Wire Stitchers.
Laclede and Miller Saw Trimmers
Typesetting and Stereotyping Machinery.



For Flat Work Only

No. 18 Boston Multiple Wire Stitcher

TO THOSE who attended the GRAPHIC ARTS EXPOSITION the accompanying illustration of the *No. 18 Boston Multiple Wire Stitcher* will be a reminder of one of the most notable features of the entire exhibit. If you were not fortunate enough to see this machine at the show, catalogs and full information will be promptly furnished upon application to the nearest Selling House of the

AMERICAN TYPE FOUNDERS COMPANY

SET IN GARAMOND AND GARAMOND ITALIC

Pioneers

Men with vision and courage to follow their ideals. Thus we visualize the pioneers of business and the world of art.

Artists who combine business vision with artistic skill, to illustrate your message, and Engravers who make possible the universal appeal of the Artists' creations are at your service.

The Artcraft Engraving Co.
6th floor Enterprise Bldg.
Milwaukee, ~ ~ Wisconsin

Typecast Ornaments

for Christmas and New Year

Designed by Carl S. Junge

Made in Two Sizes One and Two Colors
The smaller size is shown

No. 7250

No. 7257

No. 7253

No. 7256

Junge Christmas Decorators

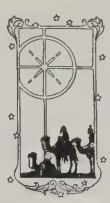
Size as shown Font complete One Color Series 72A $3.40, Two Colors Series 722A $6.15
50% larger size Font complete One Color Series 108C 4.60, Two Colors Series 1082C 8.35

No. 7255

No. 7252

The larger ornaments are a fifty per cent enlargement over the size shown

No. 7260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No. 7261

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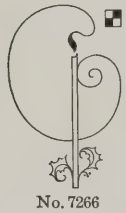

No. 7266

No. 7270

No. 7267

No. 7268

Junge Christmas Decorators

Font complete One Color Series 72B $3.15, Two Colors Series 722B $5.75
50% larger size One Color Series 108D 4.35, Two Colors Series 1082D 7.80

In ordering Single Ornaments of the larger size use the last two figures of the above numbers and prefix with the figures 108—example: "Ship Junge Christmas Decorator No. 10850 one color." Specify whether one or two colors.

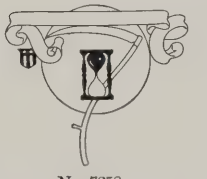
No. 7269

No. 7264

Junge New Year Decorators

Size as shown Font complete One Color Series 72 $2.35, Two Colors Series 722 $4.00
50% larger size Font complete One Color Series 108 3.15, Two Colors Series 1082 5.45

No. 7262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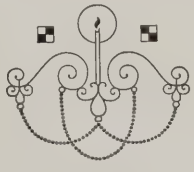
No. 2405

No. 2406


No. 7271

No. 7263

No. 7272

Heavy Border Design

as shown below in the 24 point size

	ONE COLOR	TWO COLORS
12 Point 54 inches	No. 1328 $2.25	No. 1329 $4.50
18 Point 36 inches	No. 1869 1.85	No. 1888 3.90
24 Point 36 inches	No. 2477 2.40	No. 2493 4.80
36 Point 24 inches	No. 3667 2.40	No. 3677 4.80

No. 10855 One Color. No. 108552 Two Colors

Light Border Design

as shown around this Advertisement in the 24 Point Size

	ONE COLOR	TWO COLORS
18 Point 36 inches	No. 1868 $1.85	No. 1898 $3.90
24 Point 36 inches	No. 2476 2.40	No. 2503 4.80
36 Point 24 inches	No. 3666 2.40	No. 3689 4.80

The above cut is one of the larger size and will indicate the enlargement of all designs as compared with the smaller sizes shown. The increase is 50% in size.

Write nearest Branch House for Complete Specimen of New Holiday Decorations

Barnhart Brothers & Spindler

Founders of Superior Copper-Mixed Type

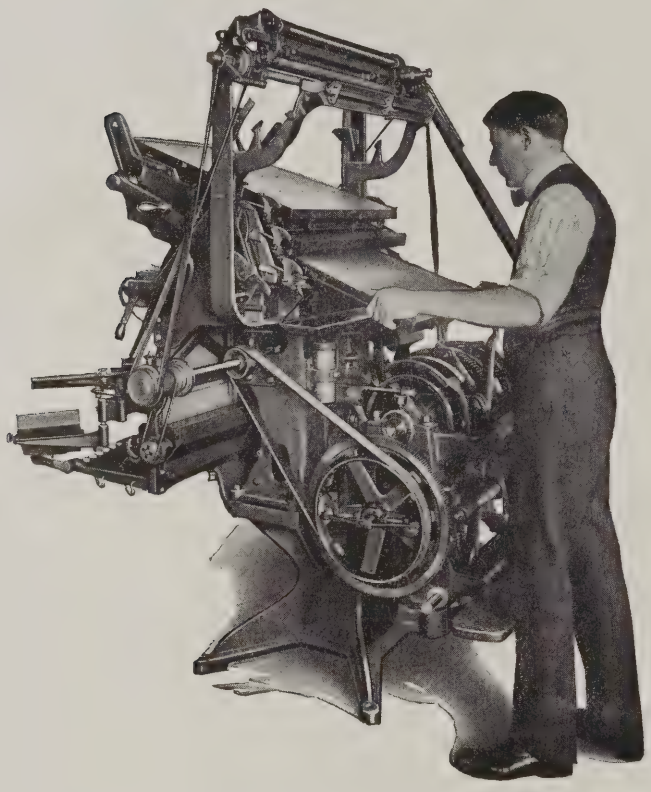
Chicago Washington, D.C. Dallas Saint Louis Kansas City Omaha Saint Paul Seattle

Border No. 2476

Set in Saint Paul Text

11th Reason WHY the INTERTYPE *IS* "The *Better* Machine"

This is the eleventh of a series of practical talks on Intertype features. More will follow. Watch for them!



Interchangeable Magazines

The man in the picture above is removing the bottom magazine from a Model C three-magazine Intertype.

(1) That same magazine can be placed in any position on any other Model C, Model B, or Model A Intertype.

(2) Note that the top of each magazine is tightly closed by an automatic shutter, which locks in the matrices and keeps out dirt. This shutter is never open except when the magazine is in operating position.

(3) No locking bar is necessary at the lower end of the magazine. The matrices are held in by simple two-piece escapements.

(4) Each channeled surface of the Intertype magazine is made in one piece.

Universal Mouthpiece

The same standard Intertype mouthpiece can be used for all sizes of slugs:

(1) It is not necessary to attach a special mouthpiece for head-letter or other special work.

(2) The Intertype mouthpiece is keyed into place, without screw, and is easy to remove and replace.

Interchangeable Mold Caps

It was formerly necessary for machine users to purchase a separate mold for each kind of slug required. Note the Intertype way —

(1) All mold caps (standard, head-letter, advertising figure, and recessed) can be used interchangeably on the same standard mold body.

(2) The same flat liners are used interchangeably for all kinds of slugs.

(3) Removing mold cap when changing liners provides opportunity to clean out shavings and dirt.

(4) Molds are fastened to the center of the mold disk, independent of the rim, not in pockets.

(5) Warping is prevented (a) by making all mold caps sufficiently heavy to resist it and (b) by a special heat treatment before finishing.

INTERTYPE CORPORATION

General Offices, 906 Terminal Building, BROOKLYN, N. Y.

5505 Rand McNally Building, CHICAGO
305 Glaslyn Building, MEMPHIS

565-G Howard Street, SAN FRANCISCO
Canadian Agents, Toronto Type Foundry Co., Ltd.

British Branch, Intertype Limited, 15 Brittannia Street, King's Cross, London, W. C. 1

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Standardization, Co-Ordination, Co-Operation

By Jack Oakley

NEVER in the history of the Graphic Arts Industry has there been an era of co-operation between the manufacturers serving the allied industries and the printer as is being manifested today. Machinery houses, supply houses, paper manufacturers—all are lending their aid to bring about a greater co-ordination of co-operation.

The time has passed in the industry when the efforts of the manufacturers are directed in finding out what the printer wants and filling that want—oftentimes loading him up with unnecessary machinery and equipment, much of which might, after installation be idle. The new order of things is manifestly more sound. Surely it is more logical, especially since the co-ordinative campaigns now being fostered by the manufacturers are intended to help the printers produce better printing—the kind that will do what good printing should—bring adequate returns to the consumer.

Recently the American Writing Paper Co. launched its triune campaign. Through its agency a booklet service is supplied which is divided into three classes: 1. The Printers' series; 2. The Consumers' series; 3. The Printed Salesmanship series. This campaign is so far reaching in its possibilities that if properly co-ordinated and followed through by the printer-folk, it will warrant a tremendous expenditure made by its originators and inure to the benefit of the printing industry.

Following closely on the heels of this campaign, the S. D. Warren Paper Co., through its officials, are making a tour of the country. At certain central points an evening is set aside for the entertainment of that city and surrounding country. A fine dinner is usually spread by the paper merchants of that locality. Printers, advertising men, and purchasing agents are invited.

The Warren Co. officials give instructive talks on paper, its uses and abuses, how to secure better printing results, as well as ideas in printing and advertising, and so many worthwhile things that it is impossible to enumerate all of them—all designed to help the printers produce more and better printing. The evening is concluded with a moving picture showing the S. D. Warren papers in the process of manufacture from the tree to the finished product. One of the features of the Warren gatherings is the answering of questions by W. D. Rogers whose position may be said to be field man for the Warren Co., but we are inclined to believe he is a wizard. His clear and concise answers to every question in which he clarifies every problem put up to him is without parallel in the printing industry. In addition, the Warren Co. supplies a booklet which is prepared along the lines of rational merchandising ideas.

This service by the paper manufacturer together with a campaign for standardization being fostered in the industry will have a tremendously beneficial, energizing effect—if—

And there is the mark. How far will the printer go toward assimilating the good things being offered for his welfare? Will he study the books supplied and profit by the fund of material contained in them—all designed to benefit him? It's up to the printer now. If he yelps about poor business and harsh unfair competition the blame will be on his shoulders. It's his pie and he can make it as juicy and palatable as he desires. If he produces nothing but crust it is his fault. The means for success are placed in his hands. Will he grasp them and use them?

There is no part of the printing office which should not be given a regular inspection. Every part of the equipment is important to full success. Perhaps there is an economic leak due to some mechanism which does not function properly and results in lost time every day. This is money lost. Perhaps one of your men is working with inadequate tools and wasting effort. Maybe the lighting is insufficient.

New plant of the Claybourn Process Corporation, Milwaukee. Dedicated to printers who demand modern machinery of accuracy and precision that will reflect credit upon them in serving the printing buying public.

Claybourn Ready to Go in Milwaukee

Precision Plate Process and Machinery for Correcting Cylinder and Bed Imperfections Destined to Revolutionize Plate Printing

By E. G. MYERS

MUCH has been written and many have been the discussions regarding the "Claybourn-Precision Plate Process and Machinery" which printers all over the United States have heard a great deal about in the past few months; yet no extensive explanation has been made as to just what this process and machinery is, or what is aimed to be accomplished through their use.

Within the last two years a new genius has sprung up in the printing business. Without in any way desiring to eulogize the inventor of the Claybourn process, we are frank to say that L. W. Claybourn is a born genius. Having no extensive knowledge of the printing business, or any wide experience in the graphic arts, Mr. Claybourn catapulted himself into the vortex of the industry some three or four years ago by engaging in the electrotyping business. It was not long after his entry that he discovered many things in connection with plate making that it was desirable to alter in order to improve not only the quality of the plates, but to enhance the beauty of the printed product.

Mr. Claybourn began a study of all the ramifications of the graphic arts and then set to work to perfect processes and machinery to carry out his findings. His indefatigable work in designing machinery and experimenting has culminated in the erection of a mammoth plant in Milwaukee, located on a plot of eight acres and situated in one of the finest sections of the city. Mr. Claybourn found in his investigations that "makeready"—work that is necessary to make the ordinary printing plates print—is costly, laborious and uncertain, and entirely dependent upon the judgment of the individual as to just what is necessary to secure a perfect contact between plate and paper, or, in other words, to establish the true and level printing line. On the other hand, serious defects and discrepancies exist in the bed and cylinder of any flatbed press, as well as between plate and tympan cylinders of rotary presses, and which cannot be corrected until the press has been thoroughly "run in." These defects of printing plates—cylinder and bed of flatbed presses, and plate cylinder and tympan cylinder of the rotary press—pressmen are attempting to correct by "makeready" for every job put to press. Tribute is paid over and over again in makeready. Its costs run into a handsome figure in dollars and cents per annum where a plant operates with several flatbeds or rotaries.

Mr. Claybourn says it is a simple matter to correct these imperfections in the rotary press, for the reason that a rotary press, summed up in just a few words, is merely "diameters" and "bearings." The cylinders may be readily removed and placed in a cylinder grinder and ground true to an extremely fine accuracy.

However, this is not true of the flatbed type of press. Owing to the large expanse of flat surface of the bed it is not so easily corrected. Warps and strains develop more readily in this large plane of flat surface. A tool left on the bed by a careless workman when the press is started will cause a serious distortion in the bed, which will be permanent.

Mr. Claybourn says the same applies to patent base blocks used on the bed of the press for mounting

plates. They vary in thickness. Further, he says, granting that the average depth of the printing dot in a halftone plate is only from .0025 to .003, a discrepancy in the same ratio in the bed cylinder, patent base, or the printing plate, really means the difference between printing and not printing.

Mr. Claybourn, in further discussing his new process and machinery, said:

"Today the printer goes to press without any distinct knowledge of five of the most important factors in successful printing—namely: packing, bed, cylinder, patent base blocks and, last but not least, the printing plate itself. Until the accuracy of these five items is a known quantity it means groping in the dark.

"Realizing these serious stumbling blocks in the printer's path I set about to devise means and a rational method for correcting these conditions so the press-

L. W. CLAYBOURN
Inventor and Patentee of the
Claybourn Innovations

man might start his job to press with a certain and distinct knowledge of his press conditions and plates. According to the Claybourn Precision Process, the bed and cylinder of the press is first charted. A micrometer reading is taken of every four square inches of the bed and cylinder and a record is kept on the chart of the readings. Starting out with zero as a basis of recording, the readings will show the inaccuracies over or under zero (high or low). After the chart is complete the figures, by compilation, show the net inaccuracy of bed and cylinder where they meet.

"A tool which I designed and patented is mounted across the bed of the press and the bed is planed or scraped into a very fine, uniform accuracy throughout on its own ways, under the press' own power, after which the cutting tool is reversed and, without changing the position of the tool-holding device, is placed against the tympan cylinder which in turn is scraped into the same precision and accuracy. Patent base blocks are next corrected to a uniform thickness of one quarter of a thousandth of an inch. This correcting process cures the inaccuracies of the press and printing bases.

"Under the 'Claybourn-Precision Plate Process and Machinery' the printing plate itself is 'corrected' and 'perfected' to a degree of accuracy never before attained in plate-making. A plate of absolute uniform thickness and perfectly flat plane of surface is the result.

"In the treating of the printing plate the backing metal is corrected by giving it practically four times more pressure than it will ever again receive under the actual operation of printing. The result is the solids of the plate are firmly anchored so that they do not 'let down' further while under printing pressure, instead, they stand up like concrete and support the finer highlight dots throughout a long run.

All printers are familiar with the difficulty experienced with plates after being put to press—of the solids receding under printing pressure until they are below the plane of surface of the highlight dots, causing the highlight dots to actually punch up through the paper. All pressmen know that if the press is not stopped at this juncture and the plates taken off and spotted up, the highlight and open portions of the plate soon are pounded to complete destruction.

"Plates made by the Claybourn process are delivered to the pressroom proofed against imperfections and defects. The evidence is a proof taken of the plate itself on the Claybourn-Precision proof press, the cylinder of which is packed identically the same as the impression cylinder on a commercial printing press. Our whole object in taking proofs of plates is to approach the same conditions under which the printing job is to be produced commercially. Proofs of the plate so taken show every portion of the printing subject printing perfectly, with a light, 'kiss' contact, and with not the slightest evidence of excess impression on the reverse side of the proof sheet when held toward the light. Such a plate will give far longer service and a far better quality of printing.

"Curved plates are made under the 'Claybourn-Precision Plate Process' absolutely non-stretch, perfect arc, any curvature, and perfectly uniform in thickness; in fact, so perfect that when they are mounted on the plate cylinder of the rotary press they fit so snugly as to become a veritable integral part of the cylinder itself and the travel of the plate is as true as a bearing. A plate curved cold by the ordinary method of today, when mounted on the plate cylinder, and the hooks put in place, when tapped, emits a sound not unlike a ripe pumpkin. This is due to a lack of uniform thickness and imperfect arc, neither of which are attainable by the present-day methods of curving and finishing plates for rotary press work. Plates curved, corrected and perfected by this process are being used to register perfectly with flat plates.

"The Claybourn process is not a new way of printing. It is the right way of printing. The old way has been the best way until the development of this process. It is not a substitute in any way for electrotype printing plates, as no satisfactory substitute has yet come to my attention. This process was designed to produce a 'perfected' and 'corrected' electrotype plate of known accuracy, to be delivered to the pressroom to be printed from and not to be fussed with by long and tedious makeready preparation and resultant wholesale loss of time on presses and equipment.

"I have had the pleasure of addressing the superintendents, foremen, pressmen and feeders of many large printing establishments throughout the United States. It has been a source of much pleasure and gratification to note the interest displayed, particularly by wide-awake pressmen who are seeking a better and surer way of doing their work. When one considers the material they have had to work with it is really remarkable that they have, with so much skill, overcome the many marked discrepancies existing in both plates and press equipment. I say this with no idea of belittling in any way the manufacturers of printing presses, yet it cannot be gainsaid that printing machinery in all its phases has not had the attention from the standpoint that permits of starting jobs in the shortest possible time with a view to turning idle or 'down' time into productive time. The printer's profit results entirely from the sheets coming out at the delivery end of the press. 'Down' time is lost time. Therefore it must be very obvious to the reader that when we are working on one of the finest products of any art

namely a halftone printing plate, we must have equally fine precision in printing machinery and equipment to properly function with this fine piece of work. To this end we are bending every effort to produce machinery of precision that will fill a long felt want in the printing industry.

"The correcting of the printing press, bases and printing plates is an initial cost and is infinitesimally small compared with the wastage of time and money experienced under present conditions and methods. When these conditions have been corrected it permits of far greater production from the same press equipment because it enables the printer to turn 'down' time into *producing* time, plus a better quality of printing."

No better demonstration of the worth of Mr. Claybourn's developed ideas can be had than is manifested in the completion of the mammoth modern plant in Milwaukee. Hard headed business men who do not easily part with their capital, upon investigating the result of Mr. Claybourn's work, were so eager to secure stock in the new concern that the issue available was fully subscribed to in the space of two or three days. As our illustration shows, the plant of the Claybourn Process Corporation is a splendid bit of architecture and is ideally adapted to modern manufacturing methods. In short, Mr. Claybourn has demonstrated in his every activity that he deals with the printing business and its problems from the angle of a man who thoroughly believes in the future of the printing business as an industry, and therefore is putting the most constructive thought and very best effort into producing and marketing his discovery.

The Relation of Paper to Typography

By L. A. BRAVERMAN

Director of Typography and Superintendent of Proctor & Collier Press, Cincinnati, As printed in "Paragrafs," House Organ of Whitaker Paper Company.

TYPOGRAPHY deals with words expressed through type. I use the term "expressed" advisedly because type does express, and the impressiveness of the printed word is determined in no small degree by the appropriateness with which the type has been selected. The truth of this statement is generally recognized but its full significance is not always appreciated. Only when the importance of a particular piece of printed matter is so great as to call for definite standards for measuring its effectiveness either in terms of money or in terms of traceable results, does the psychology of type command the recognition it merits. Advertising, having for its purpose the performance of the functions of salesmanship, demands precisely this kind of a measure of typographic value and has, therefore, contributed notably to the promotion of the science and the art of typography, thereby promoting better printing both as a means and as a by-product of general sales promotion.

Paper is the background on which typography depends for much of its effectiveness. Paper, too, does express; properly selected with reference to the specific function it has to perform, the paper itself enhances the effectiveness of the type, and, through at least two of the senses, sight and touch, it re-enforces the argument contained in the text. Conversely, the inharmonious utilization of paper, or of type faces, may and frequently does detract from the effectiveness of printed words exactly as physical unattractiveness or a clashing personality militates against the efficiency of a salesman.

There are so many different brands of paper, including a great variety of finishes, colors and weights, and so many different type faces from which to choose, that it is not surprising that improper combinations, detrimental to the effectiveness of advertising, are of such frequent occurrence. In many cases the correct paper is used but the choice of type is entirely unsuited for printing on that particular paper. In many instances, the type selection is appropriate for the subject-matter, but the paper used is not suitable for the requirements to which the printed matter is to be put. In still other instances, both type and paper are wrong for the subject-matter and unsuited for use in combination with each other.

To illustrate more clearly what I mean, let us consider the four-page letter-head which has become so popular a medium of direct advertising and which is being used more and more every day. We are all accustomed to the use of bond paper for letterheads and we have accepted this paper as being the appropriate stock for the purpose. The great majority of four-page letterheads carry illustrations, generally in half-tone. Fundamentally, half-tone printing on bond paper is not practical in most cases. Printers and advertisers habitually associate the idea of a half-tone with the idea of coated paper. Therefore, it is but natural that, in avoiding the use of bond papers for this class of work, the printer should commit the no less serious mistake of using a coated paper. Bear in mind that this statement is not intended to detract from proper recognition of the value and the commercial importance either of bond papers or of coated papers; it merely recognizes that there are correct uses and incorrect uses for both of them.

Coated paper has its place in the graphic arts despite the fact that the "purists" maintain that antique papers are the only papers on which really beautiful typography can be produced; but surely coated paper has no place in the printing of letterheads whether of the single-sheet style or four-page kind. For these purposes it is advisable to select a paper that is at once suitable for half-tone printing and at the same time an approximation to bond paper in appearance, finish, feel and strength. The very purpose of coating a sheet of paper is to change radically all these characteristics with the view to meeting commercial needs totally different from those that are supplied by the bond paper.

On the other hand, many grades of English finished papers have a warm or neutral color well adapted as the background for typewriting; they fold well and have a receptive surface for half-tone impressions. Moreover, these papers lend themselves harmoniously to almost all type faces, while the enamel papers are effective only to a limited number of type styles. Caslon type, for example, one of the most widely used, one of the most beautiful and legible of types, does not print to the fullest effectiveness on enamel paper. This is also true of many other beautiful old style type faces, practically all of which are based on copies of type used by early master printers in the days before coated paper was known. These type faces were designed primarily to print on antique stock and it is on papers of this general character that the maximum effectiveness of such type can be obtained. True, English finish papers do not have identical surface with antique stocks, but they approximate much more nearly to the antique papers in this regrad than do the coated papers.

In this connection recognition must be given to the

difference between highly glossed coated papers and the *"matte"* finished or dull-coated papers, as vehicles for effective typography. The dull-coated papers generally lend themselves well to the beautiful old style type faces, while retaining the characteristics most favorable to fine half-tone work.

The selection of paper for a particular piece of printing must of necessity be based on the uses to which the finished work will be put. Many pieces of advertising are only intended for temporary use, such as envelope enclosures, small booklets, folders, etc. Other advertising is intended for semi-permanent use, such as supplements, house organs, price-lists, etc. Then again there is a permanent form of advertising such as catalogs intended for use for several years, books of reference, institutional books, etc. It will be very apparent that the proper selection of the right paper for any one of these forms of advertising is very important. A price-list, for instance, intended to last for say six months, printed on a paper devoid of strength, in a very short time loses effectiveness because of the inability of the stock to withstand the severe use to which it is subjected. There are many high priced rag content papers of such rough surface that great care must ge taken in selecting the proper type face to print on it. Small type faces should be avoided, because in printing the type will fill up and give a very unattractive appearance to the finished product. On the other hand, large type faces are made beautiful by this very rough surface.

In conclusion, let me repeat that it is of great importance that the utmost discretion be exercised in choosing paper and type for every piece of advertising printing, with reference to the purpose the job is designed to serve and with a nice regard for their harmonious adaptation to each other.

Suggested a Shower of Quarters

In almost every small town there are a considerable number of colored people, for the most part they have a church of their own the going of which is none too smooth. And the white people in the town do not seem to take much heed to the colored man and his troubles.

A small village in an Eastern state with quite a colored population has two churches neither of which is any too prosperous as can be imagined.

And this village has a live newspaper that recently worked a very good stunt for the benefit of the colored churches with the result that every bit of printing that both of them have done is now done right in the village by this paper whereas before it was taken out of town and given to a colored printer. And the printing amounts to quite a bit at that because they are always having an entertainment or supper of some sort to try to raise a little money.

But to get back to the stunt it worked. It suggested in an editorial in one issue that there be a shower of quarters on the two colored churches in the village. Everybody was asked to put a quarter in an envelope and send it to either of the two colored churches and if they felt so disposed they could send one to each church. The paper started by sending a quarter to each of the two churches.

The money was most welcome and not only did the paper secure the lasting thanks of the colored people in that village but it really did a Christian work at the same time which some of the country publishers believe is a part of their duty to their community.

This appeal for a shower of quarters so pleased the ministers that they preached a sermon on the newspaper one Sunday morning.

Revolutionary Ideas in Photo Engraving

AT a recent meeting of the Employing Photo Engravers' Association at Grand Rapids, much interest was manifested in the explanation of the Knudsen process, which is said to be revolutionary, and, if successful in actual practice will surely have the tendency to materially lower the cost of photo engraving.

The process named after its inventor, Herman Knudsen, was thoroughly explained. It elicited so much commentary and is so vital to the photo engraving industry, that a committee was appointed to investigate the process. A report was made at the convention which characterized the process as feasible and entirely practical.

The Knudsen process consists of a method of photography differing from that now in use, as follows: A sensitive photographic emulsion is coated upon a paper base, this film being made and furnished by the inventor. This is placed in the camera, in optical contact with a special screen, contact being obtained by the use of a special screen-holder. This vacuum screen-holder fits into the plate-holders now used, without alteration of any kind, and in reality takes the place of the present-day screen and wet plate. Exposure is made through the lens as at present, excepting that but one diaphragm is used, and the exposure is standard for all sizes and reductions. With the average lighting and lens equipment, length of exposure is between 30 seconds and one minute for a half-tone negative. The vacuum screen-holder is then taken to the dark room and the film is developed and fixed. This being a purely mechanical operation, required about one minute for developing and two or three minutes for fixing.

When dry, the film is removed from the paper without soaking and is stripped up in the usual manner. The texture of the film and its general appearance is very similar to that now used, except that it is tougher and can be handled with greater speed and ease. Films can be cut, inserted and combined with other films in the usual manner.

It takes about as much time to tack up and focus the copy as is necessary to make the exposure and complete the negative. Tone values are secured mechanically and automatically through the medium of the special screen, which is made and supplied by the inventor, together with the plate-holder and the photographic paper ready for use. Chemicals now used in wet-plate photography are entirely removed. Glass washing is also eliminated, as no glass is used, except that for making up the flats for the printer.

In the making of the line negatives, the same method is employed, without the screen, the time of exposure being correspondingly less—about 15 seconds.

Another process is described in the current number of the American Photo-Engraver. It is a German method of making half-tones and its mechanical details are given as follows:

Thin cellulose acetate is coated on both sides with gelatine, this being supplied ready for sensitizing, which is done in a 5 per cent ammonium bichromate, containing alcohol and ammonia, for 7 minutes. This sensitized film is exposed from the back under a high-light negative, exposure for an ordinary 10 ampere enc. lamp, 18 inches distant, being 30 minutes. After exposure the front side of the film is developed in hot water which washes away all unexposed gelatine. The film is then hardened, dried and mounted upon wood with glue. It is said that the depth obtained is extraordinary.

The inventors claim, it is said, that half-tones can be produced at 10 per cent of the lowest prices being charged for ordinary zinc plates, and that finished half-tones can be made in ten or 15 minutes and at 10 per cent of present costs.

Encouraging Cheap Printer to Do Cheap Work

Unwittingly Aid Is Often Supplied Unintentionally to Well Meaning, Ambitious Printers, the Effect of Which is Decidedly Deleterious to the Industry.

By JACK OAKLEY

ALL along the pathway of life are strewn failures of humanity, failures that might have been prevented perhaps, but the fact remains, they are failures just the same. There are numerous causes which contribute to these failures, and these many victims lean upon the contributing causes as a vindication in their misfortune.

All over the land there are printing plants and printing plants. There are successful ones; there are those that have mediocre success; there are others that are just limping along; then, there are those, —and no doubt they will always be with us,—that are failures.

Why should this be the case? Is there any reason why the printing industry, like any other industry, should not be a complete success rather than being divided up into so many off-shoots that only flirt with success.

Organization work, of one kind or another, has for years been directed toward helping the industry and those engaging in it—installing cost systems, promoting ways and means for securing more business, stabilizing prices, etc. Yet, we are confronted from time to time with incidents that make us wonder whether all the effort put forth has really had any material effect in lifting the industry out of the evils with which it is beset.

Recently, in one of the weekly letters sent out by one of the local branches of an employing printers' organization, this paragraph claimed my attention.

"Wanted: A Gordon Press. It must be very small and very cheap. Power driven; or hand will do, either way. If you have one for sale or know someone who has and it answers these requirements, let me know."

Now the writer is wondering whether this man really wanted a "very cheap" Gordon press. We wonder also if the organization advertising for this press for its member wants this man to have a cheap press. After reading and analyzing the ad these things occurred to me:

1. That if this man wanted a cheap press he is a cheap printer.
2. If he is a cheap printer he does poor work.
3. If he succeeds in securing a cheap press it will be cheap only because some one else has worn it out, and it cannot by any possible means do good work for him.
4. If he buys a cheap press at a cheap price he will pay more for this press after he has operated it for several years in poor work, lost custom, keeping the thing fit to run, etc., than if he had put a brand new press in his shop and paid the top-notch price for it.
5. The cheapest thing in any printing establishment is good machinery.
6. The most expensive thing for the printing industry is cheap, slipshod work. Every time a piece of literature of this kind goes out it makes business for the newspapers and the billboards because it puts into the hands of promoters of such enterprises a leverage that can be, and is being used, to the detriment of the printing industry.

If the party who is seeking a cheap Gordon press can be made to realize these things we are sure he will decide to buy a new press. I don't know how thoroughly printers have assimilated the report of Mr. Williams, made for the Society of American Engineers at the behest of Herbert Hoover. That report, in toto, is to the effect that the printing industry is 50% to 150% over-equipped. This does not mean actually what the figures show. Instead, the over-equipment of at least a very large part of it is out of date and obsolete machinery —stuff that has served its day and is not fitted for producing work of the present day requirements. This situation, however, does not deter newspapers, periodicals, and outdoor advertisers from pouncing upon the big idea in the report of

WHO PAYS?

THE consumer does not pay for the advertising; for the increased production which it promotes must always reduce the manufacturing cost, and consequently the selling price of the commodity it exploits.

The manufacturer does not pay for the advertising; for as it enhances his volume, it reduces his cost of production and distribution in ratio

Then who does pay for the advertising?

Easy!

No one.

It is paid for out of the saving effected by the increased business which it stimulates. —*Casson.*

LOOKABILL'S PRINTING HOUSE.
L. E. LOOKABILL, Manager.
Telephone 1592. P. O. Box 574.
Cor. Jefferson St. and Salem Ave.

THE above is a striking example of worthless advertising. This was sent out by an eastern printer. In all likelihood it represents his idea of convincing text and pleasing typography. Again, it is perhaps a sample of the kind of work produced in his establishment. It is this kind of work that is dismaying the consumer of printing. It is detrimental, to say the least, to the printing industry.

Who Pays?

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LOOKABILL'S Printing House
L. E. Lookabill Manager
Telephone 1592. P. O. Box 574
Cor. Jefferson St. and Salem Ave.

ABOVE is a reset of the copy in the opposite column. The same text matter was used. Note the pleasing effect in contrast with the original.

Mr. Williams—that the printing industry is so-and-so much over-equipped; that they point to this condition as responsible for the high cost of printing. We are all in concert in our desire to elevate the printing industry and place it on a business basis. It will never be done if we encourage printers to buy second-hand machinery, and especially cheap second-hand machinery.

If one could go into all of the printing plants of the country and junk all the worn out machinery that is now covered up waiting for some one to come along and buy it, he would, by this one act alone, advance the printing industry to the most invulnerable position it has ever held.

Don't fool yourself that you are in any way assisting printers by seeking second hand equipment. If one should find just what he wanted and secured it for him you would be doing him a great injustice.

The successful printer today can no more get along without up-to-date, automatic machinery, than can the up-to-date successful agriculturist do without the tractor, the separator, the automobile, etc. Without these, competition is a nightmare and profits nil.

Another essential to success in any business, and particularly in the printing business, is the spirit of optimism. There is no success in complaining about the weather, or politicians, or our neighbors, or our competitors. Let's stop knocking and take to boosting, whether our business is in the city or on the farm. Boost the industry you are engaged in and boost your competitor, and he will boost you. Talk optimism, live it, and your path to success will widen.

Printing and Progress—Our Wonderful Industry

By CHARLES FRANCIS,
Rean of the Printing Industry in New York City

THE expansion and growth of printing and publications is indicative of the expansion and growth of all the world's industries and inventions. In this world wide tour, we have been amazed and gratified at the high place that has come to the industry of which we in America are a part and a not inconsiderable part either. When you meet your brother printer and visit the great establishments throughout the world, you cannot but feel proud of your calling.

In a clipping sent to me in England I find that printing occupied the sceond position in regard to industry in our great city of New York, and if the paper industry were included, it would be, if not first, then very near to the top position. The other industries could never have attained their present positions were it not for the key industry—Printing and Its Allied Interests. It is astounding to think of New York City producing printing to the value of $345,989,264 in the year 1919, greater than any other trade except clothing. The total census returns for the United States in 1914 was $810,508,111 worth and this with the paper would make an imposing record. We must also think of the Printing Industry in another relation and that is its contribution to peace and prosperity and this is our responsibility. Our great newspapers and magazines can, if they will, create a strong sentiment for peace working with our great industry in a resolve to promote in every way the ideal of Peace. Peace, everywhere, not only between nations, but in the home, city, county, state and nation. This power would be greater by far than army, navy or flying corps, for these only *force* temporary peace, whereas by a consistent endeavor on the part of our magazines, newspapers and all publications, including our novelists and historians, to induce an era of peace, it would inculcate in the people of the world the desire for this greatest boon to humanity.

Assured of peace for two or three decades, want would disappear from among us, the great industrial unions, and also the employers could assist by seeking and finding just means of settlement of disagreements, in regard to matters on which they are at variance.

If employers would endeavor to meet unions upon a common platform of justice and equity, and the unions would do likewise with the employers, it would tend to bring about an era of much needed happiness and contentment such as has never before been experienced or dreamed of. It is therefore up to our industry to try to issue the call, especially for the following reasons:

1. It is the Key Industry of all industries, therefore if *we* gained the blessings of peace, all other nations would soon follow.

2. We have on the average the best educated and enlightened employees and employers in any industry.

3. We can create an era of co-operation and fraternity such as has never been dreamed of.

4. There is no industry and no country so well equipped today as our own industry and country to accomplish this result.

If we just continue to go along as we are doing we may look for a continuation of the turmoil that is in the business world today, but it is our big opportunity to do something for ourselves and to encourage the peoples of the world who are looking to us for help.

In my recent tour of the world I found in every country they are looking to our country to produce something that will bring about an era of peace and prosperity to all nations. The Washington Conference has helped, but we can go further by creating this spirit of co-operation and fraternity and at the same time eliminate the spirit of selfishness which is the foundation of all war and troubles of every kind.

The Source of Sepia

Sepia, a pigment used as a water color, is prepared from the secretion of a peculiar organ, called the ink bag, found in the cuttle fish. This secretion is black at first, and insoluble in water, but extremely diffusible through it. It is therefore agitated in water to wash it, and then allowed slowly to subside, after which the water is poured off and the sediment, when dry enough, is formed into cakes or sticks. In this state it is called India ink. If, however, it be dissolved in a solution of caustic potash it becomes brown, and is then boiled and filtered, after which the alkali is neutralized with an acid, and the brown pigment is precipitated and dried. This constitutes the proper sepia.

It is generally prepared in Italy, great numbers of the species which yield it most abundantly being found in the Mediterranean. The black kind, called India ink, is prepared in China, Japan and India, and forms the common writing ink of those countries.—*Detroit News.*

The felt blanket on a galley proof-press becomes "dead" or hard and glossy after using a short time. It also frequently accumulates ink through careless rolling over the galley of type. To renew the life of this kind of a blanket and make it work like new is an easy matter. Take a clean cloth saturate it well with benzine and wash the blanket thoroughly without removing it from the roller. The benezine evaporates rapidly, and the blanket becomes as clean and soft as when new.

YES, it is a church edifice—or was, till the Findlay (Ohio) Republican purchased it, modernized it and made it the home of one of the best and most progressive newspapers in the Buckeye State.

The Paper That Makes Advertisers

The Findlay Morning Republican Uses Plan Which, Through Endorsing Regular Use of Space, Aids the Advertiser and the Publisher

By James Marsdale

"GET the merchant into the advertising habit." That was a statement, conveying at once the business philosophy and general advice to advertising managers of newspapers, which was expressed by L. N. Heminger, advertising manager of the Findlay *Morning Republican* of Findlay, Ohio, when I visited at the home of this progressive newspaper recently.

I had seen a copy of this paper while traveling through northern Ohio and was impressed with the large number of advertisers in its columns. To me it meant that business conditions in Hancock County must be picking up. Perhaps the numerous oil wells thereabouts, with the industrious little pumps operating in series, were bringing from the depths of the earth a greatly increased amount of oil, or the farm districts were prospering, and the city of Findlay was reaping the benefits. These conditions I believed had created the advertising urge among the merchants and was reflected in their use of space.

I was wrong in my opinion, however, for although business generally is good in that section, Mr. Heminger gave me a more direct reason for the amount of advertising which had been brought into the columns of the paper. Said he: "The reason for the number of different advertisers which you see in our pages is that we make it a point to induce all merchants large or small to advertise. With many papers the large advertiser is cultivated, while any smaller prospects are given slight attention, often not even being solicited.

All advertisers are one color to us. We make no concession in rate to the large advertiser. In our estimation he is more able to pay for his advertising and the large space brings him proportionately larger results, so there really is no logical reason why he should be shown particular favors in the matter of rates. Another point is that a large advertisement costs relatively just as much to set as do the smaller items. On the other hand there are many small merchants just getting into business and trying to find their commercial stride. We believe that they should be gotten into the advertising habit early; that they should be educated to the proper use of space, and that they should use space regularly, according to the appropriation which they may be able to afford.

"We do not sell advertising on a quantity basis," continued Mr. Heminger. "By this I mean that we would far rather have a stated amount of space, jointly used by many advertisers, than devoted to a few ads. To accomplish our purpose we make use of a sliding scale of rates based on regularity of the use of space. Our scale covers the use of one insertion per week graded down in cost on a twice or three times per week, or a contract for daily use of space which, of course, wins for the advertiser the minimum rate. The smallest ad permitted in order to earn the contract rate is one inch.

"We are working intensively on this basis and here is the result," said the advertising manager, as he paged over the current issue of his paper. In it we discovered advertising of ninety-six different merchants without consideration of the foreign or some standing ads which also appear.

"There is the answer," said Mr. Heminger. "On our poorest day we have seventy-nine advertisers in

our pages. There are no lean days. There is no bunching up of copy on certain days and a consequent loss during the rest of the week. Each advertiser is anxious to earn the contract rate, and if he is ever a prospect for the use of space, ten chances to one, he will be a consistent and steady advertiser. Now this plan is of mutual benefit. You know the tendency among many advertisers to splurge at rare intervals and not appear at all in the meantime. Such advertising, as is pretty well known, is not consistently productive. We have found that our plan overcomes this tendency. The advertiser will distribute this appropriation, and by appearing regularly he gradually grows and his steady development pleases him and mutually benefits both of us.

"Of course it is understood that because we cover a large field there is plenty of business to draw from. I might cite just one example. A local drug store advertised a sale in our columns. They were well known because they had been regular advertisers and in this instance, although their department is only thirty feet long, they had seven hundred and thirty-six cash customers the first day, and nine hundred and fifty the second. I might add that all of our advertisers are thoroughly satisfied.

"The advertising department of the *Morning Republican* keeps in intimate touch with its advertisers at all times offering service and assistance in ad preparation and advising as to the proper amount of space to use. Two solicitors cover the field while Mr. Heminger circulates among all the advertisers. A ten per cent discount plan is offered to advertisers paying their bills before the 20th of each month. It is significant that up to date this year there has been a gain in local advertising of 8,605 inches and in foreign advertising 2,766 inches over the previous year.

Description of Plant

The home of the *Morning Republican* is found facing Court House Square and is unusual, inasmuch as it consists of a building closely resembling a church. This is not strange since the structure once was an edifice, but now serves very nicely as a printing and publishing plant. Indeed one of the staff suggested that the good work still emanates from this building as forth from it goes the gospel of better business and good news distribution.

The main business office is located on the first floor toward the front. This includes the advertising, circulation and auditing departments. Toward the right are the offices of I. N. Heminger, editor-in-chief and business manager; R. L. Heminger, managing editor, and L. N. Heminger, advertising manager. The two last named men are sons of the editor-in-chief.

The rear portion of the main floor is devoted to the composing room, press room and stereotype department. The linotype equipment consists of two models No. 1, a No. 5, 8 and 14. Three of these are equipped with Cutler-Hammer electric melting pots and two with Perfection feeders. They are arranged at windows along the west wall with adequate lighting for each machine. East of the linotypes are the ad alleys and make-up tables, there being fifteen steel movable tables. Ample Hamilton equipment of type racks and stands is provided and the compartment is divided for job and newspaper work, although so well arranged that both departments carry on their work without friction. In the southeast corner of the floor is the job press department equipped with a Miehle press, an 8x12 Challenge-Gordon, a 12x18 and an 8x12 Chandler and Price. In the opposite corner is a newspaper press, it being a Duplex tubular, sixteen-page type. In a small room to the rear is the stereotype department with Duplex equipment and a Wood-Flong humidor and drier.

An addition has been built on to this floor which serves as a paper warehouse with a rear entrance for the receipt of job stock. Also there is the mailing room in connection with the press room, and allowing for the quick distribution to the carrier's corridor adjoining the building proper. The southeast portion of the extension is occupied by a spacious bindery and stockroom which also serves as a delivery department for packing and shipping job work.

The space is well allotted on this floor and the arrangement results in economy. At the same time there is sufficient space to allow an additional ten feet of construction to the rear. Ample toilet facilities are provided and a Grinnell sprinkler system is carried throughout the building.

Among the miscellaneous equipment is a Miller saw trimmer, Chandler and Price paper cutter, a 25x38 Eclipse folder, and a 19x25 Omaha folder. A Portland punch machine and Boston stitcher are found in the bindery. Also in prominent use is the Dandy Dross Sifter which was invented by Mr. Heminger.

I. N. HEMINGER
Editor and Business Manager

The second floor is devoted to the editorial department, associated press room, farm editor's office and filing room toward the front with a spacious auditorium occupying the rear three quarters of the building. A thorough system of filing has been worked out for both the newspaper and job departments. Any job envelope of any date is easily accessible, being filed by month and job number. A twelve foot space surrounding the building permits proper lighting and adequate ventilation.

History of the Republican

The Findlay *Morning Republican* was inaugurated first as a weekly in 1880 under the guidance of E. G. De Wolfe and H. H. Alban. It next passed into the hands of H. P. Crouse, originally a reporter on the paper, and later editor-manager. In 1886 it became a daily and in 1890 the Republican Publishing company was organized with I. N. Heminger as city editor, A. E. Pangel, business manager, H. P. Crouse, editor and H. A. Eoff, associate editor. At that time it was a four page paper folded by hand.

In September, 1892, Mr. Heminger went with the

Blufftown *Weekly News,* spending eight years on this paper in which he is still interested. In 1900 Mr. Heminger bought a third interest in the Republican company, which in 1903 consolidated with the Findlay *Jeffersonian,* with the final change made in 1910, resulting in the present publication, which since that time has occupied the building it is now in. The present officers of the company are: I. N. Heminger, business manager, editor-in-chief, and treasurer; Dr. L. N. MacLachlan, president; John D. Snyder, secretary; R. L. Heminger, vice-president. The present force consists of fifty-two regular employes and thirty-six carrier boys.

Farm News Big Feature

The Findlay *Morning Republican* rather thoroughly covers the city of Findlay, which, by the way, is quite prosperous, inasmuch as $9,500,000 is the amount on deposit in the local banks and two hundred new homes are in process of construction. Yet aside from the extensive city circulation there is an immense country field which adds about four thousand subscribers who are reached daily by interurban trains and automobiles.

The popularity of the paper in the country districts is largely due to the strong development of farm news which has become a big feature of the paper. This department is under the direction of Mr. Frank Beitler who has long been intimately associated in newspaper

R. L. HEMINGER
Managing Editor

L. N. HEMINGER
Advertising Manager

work with special reference to farm news and is himself a practical farmer. Each issue contains a page of live farm news and reports of interest to the agriculturist. Action association is maintained and in every possible way this department is developed to be of genuine aid and importance.

"We aim," said Mr. I. N. Heminger, "to report the activities of the farm in the same way as we do the activities of the city. We do not attempt to tell the farmer how to run his business, but we do give as full and complete reports of the meetings and institutes of the farmers and their auxiliary organizations, as we do of our Chamber of Commerce and city organizations.

"Our editor tries also to get into personal touch with the outstanding farmers of the county and to feature anything in the way of specialty farming any of them may be doing, or give special notice of any exceptional yield of grain or production in livestock. We also give much publicity to the county granges, and to the county fair, especially to the boys' and girls' clubs.

"The farm bureau agent co-operates splendidly and furnishes lots of copy, especially in connection with work in his organization. We devote a whole page of it every day, and while last spring we thought there would not be much for the farm editor to do in the winter, we find that he has been just as busy as any man on the staff. The farm editor also handles the markets and the country correspondents' letters.

"Mr. Heminger co-operates with the Ohio State Grange, and has suggested for discussion at the meetings topics that relate to the farm and the newspaper. Here are some of them: How many farmers make the best use of the newspaper? Writing a "For Sale" or some other kind of classified advertisement. How to do it most effectively. Advertising public sales by means of bills or newspaper advertising. Which is best? Saving money by watching the "bargain" sales advertised by merchants in local newspapers. What is the best method of creating a farm name and reputation by newspaper advertising of your specialties. Value of newspaper advertising in selling farm products. Advantages to be gained by watching the "For Sale" advertisements in the local paper. Corresponding for the local newspaper from your community. Its value to the correspondent and the community.

"Meetings of the Grange are held monthly, and these topics are distributed through the programs of the year. It is felt that the discussion of such themes as these will lead to a better understanding of the newspaper by the farmer, and of the farmer by the newspaper."

The Findlay *Morning Republican,* as is shown in the foregoing, has reached a reasonable success and is still continuing. Fortunately this has not been hampered by any disasters beyond the fact that a stray tornado one day dropped the roof of another building onto the *Republican* building resulting in a broken sprinkler system, which, without reference to prohibition policies, made the entire newspaper for a time thoroughly wet.

The newspaper has been the training school for a number of notables including Art Condo, creator of the cartoon character "Everett True." Mr. Condo, by the way, began on the *Republican* in the humble position of printer's devil. Whether or not other celebreties may emanate from this sheet, it is in itself a paper which its owners may be proud of.

Income Tax Information

Judge Alfred E. Ommen, General Counsel for the United Typothetae of America, in a letter to the TYPOTHETAE BULLETIN under date of September 14, writes as follows regarding the proper method for determining profit and loss in computing income tax:

"Basis for determining taxable gain or deductible loss in the case of property acquired prior to March 1, 1913, and sold or disposed of subsequent thereto.

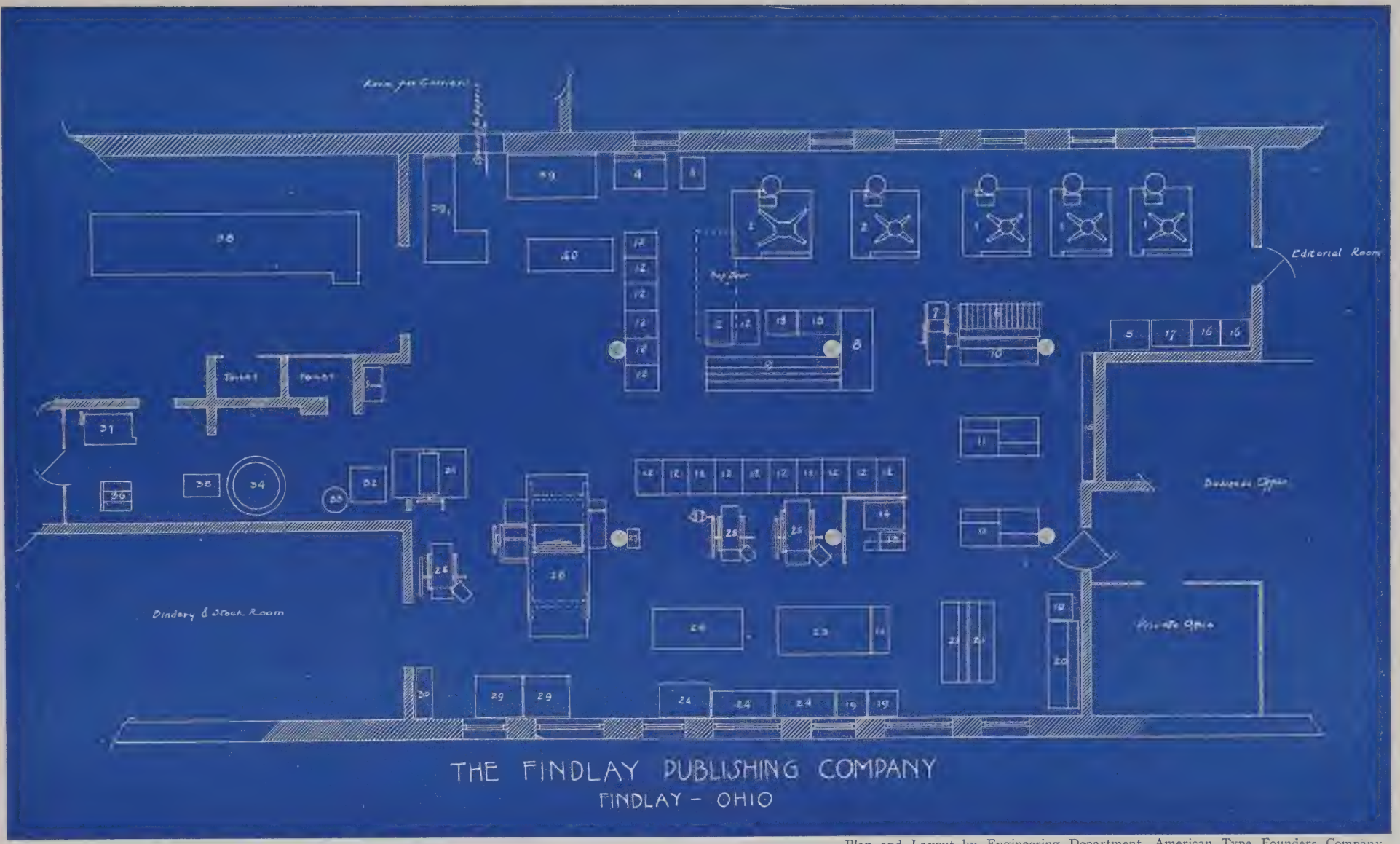
"A taxable gain is realized if the selling price is greater than the value on March 1, 1913, and if that value is greater than the cost thereof, to the extent that the selling price exceeds the value on March 1, 1913.

"A taxable gain is realized if the selling price is greater than the cost and if the cost is greater than the value on March 1, 1913, to the extent that the selling price exceeds the cost of the property sold or disposed of.

"No taxable gain or deductible loss results if the selling price is greater than the value of the property on March 1, 1913, but less than the cost thereof.

"A deductible loss results if the selling price is less than the value on March 1, 1913, and if that value is less than the cost, to the extent of the difference between the value on March 1, 1913, and the selling price.

"No taxable gain or deductible loss results if the selling price is less than the value on March 1, 1913, but greater than the cost."



—Plan and Layout by Engineering Department, American Type Founders Company.

KEY TO LAYOUT

1—News Composing Machines
2—Ad Composing Machines
3—Composing Machine Magazine Cabinet
4—Machinist's Work Bench
5—Case Stand for Head Letter
6—Linotype Dumping Table
7—Potter Proof Press
8—Correcting and Storage Table
9—Ten Ft. Assembling and Storage Table
10—Double Tier Type Cabinet
11—Steel Newspaper Make-Up Cabinets
12—Rolling Make-Up Trucks
13—Miller Saw Trimmer
14—Table for Use with Saw
15—Shelving for Cuts
16—Two-Thirds Size Cut Cabinets
17—Reserved for Additional Cut Cabinets
18—Cabinets for Local Ad. Cuts
19—Two-Thirds Size Type Cabinets
20—Polyhemus Cabinet
21—Double Tier Type Cabinets
22—Unity Galley Cabinet
23—Imposing Stone with Letter Boards
24—Old Imposing Stones
25—Gordon Job Presses
26—Drying Rack and Stock Table
27—Time Clock
28—Cylinder Press
29—Tables
30—Roller and Ink Cabinet
31—Matrix Rolling Machine
32—Dry Mat Humidor
33—Small Boiler
34—Metal Pot
35—Curved Plate Casting Box
36—Chipping Block
37—Tail Cutter and Shaving Machine
38—Newspaper Press
39—Mailing Tables
40—Old Stone Used for Pasting

PAGE FOUR WAYNE HERALD, THURSDAY, SEPTEMBER 21, 1922 WAYNE HERALD, THURSDAY, SEPTEMBER 21, 1922 PAGE FIVE

Our Special Bargains

A new, up-to-the-minute bungalow apron, good value at $1.50 regular; this sale 89c

The best comfort covering on the market, 36 inches wide, regular value 25c; this sale, per yard 19c

The fluffy 3-pound cotton batt, full comfort size, 82x90, this sale 95c

Seventy-five pairs ladies' fine kid high shoes, good run of sizes, choice, per pair $2.50

Our new fall and winter coats for ladies, misses and children are here.

Ready for you, our complete new stock of oxfords and strap pumps at reasonable prices.

S. R. Theobald & Co.
Wayne, Nebraska

During Carnival Week

We will give ten per cent discount for cash on all Men's Suits and Overcoats

Exceptional Values in

Overcoats at ..... $10.00, $18.00 and $22.50
Suits at ..... $16.50 and better

Fred L. Blair
Wayne's Leading Clothier

Jones Book-Music Store
Presents
Two Sales Items

Three bars of Palmers Lotion Soap 50c
Regular price 75c, possesses in a mild form all the medicinal properties for which Palmer Lotion is so celebrated and is desirable for all general purposes of toilet and bath. You are buying at wholesale prices during this sale

One package of Kensington writing paper, in packets of about one pound, special price 25c

Jones Book-Music Store
Wayne, Neb.

Three Day Bargains

Wayne Grocery special blend coffee, extra good quality, regularly 35 cents, for bargain days, per pound 30c

Five bars of P & G soap 25c

Monarch baked beans, per can 25c

Wayne Grocery
Phone 499 Wayne, Neb.

During these three days, Sept. 26, 27 and 28, we will have special bargains of real merit and something new every day.

Here's a Real Value — Black sateen gingham, new fall crisp bargain days at your 19c

Outing Flannel — Heavy weight, the best quality, both dark and light patterns, for the yard ..... 17½c (All you want)

Chatlies for Comforters — Beautiful patterns and the best quality, special bargain price, yard ..... 16c (All you want)

Sheeting — Heavy bleached sheeting, 81 inches wide, our regular quality special at yard 49c

Watch Our Grocery Department for Special Bargains Every Day — It Will Pay You

LARSON & LARSON
Save the Difference

Tuesday, September 26, Bargains

Men's good double sewn working mittens, one dozen to a customer $1.79

$1.00 off on all Men's Pull-over Sweaters above $5.00.

Wednesday, September 27, Bargains

10 per cent discount on all men's and young men's and boys' suits and overcoats, underwear and sweaters.

5 per cent discount on all other merchandise Ticket to Savidge Matinee to Every Customer

Thursday, September 28, Bargains

30 young men's suits, sizes 33 to 39, worth up to $27.50, at $14.90

One lot of men's dress shoes to close, some values to $10.00, this day only $4.95

All $2.50 flannel shirts $1.79

10 per cent discount on all other flannel shirts

Gamble & Senter

Fall Festival and Big Bargain Week

Three Days for Special Bargains Only

Tuesday, Wednesday and Thursday,
September 26, 27 and 28

With the Savidge Amusement Company's concluding engagement for the season, Wayne merchants here represented propose to cooperate by offering special bargains for three days of the week, Tuesday, Wednesday and Thursday, September 26, 27 and 28

Wayne merchants are alive to the needs of the season and to the wisdom of touching bottom in quoting prices. Wayne is fast extending its trade territory. Its popularity as a trade center is justly growing. Come here and take advantage of the bargains offered

Free Matinee Wednesday — Every person attending this matinee must have a ticket; otherwise a charge will be made. You may secure your tickets FREE OF CHARGE from Wayne merchants. — Free Matinee Wednesday

Monday
10 a. m. Band Concert Savidge Concert Band.
2 30 p. m. Band Concert.
3 45 p. m. Free Act, Flying Du Armonds.
7 30 p. m. Band Concert.
7 45 p. m. Free Act, Capree Lewis.
8:00 p. m. The Savidge Players present "The Higher Law."

Tuesday
10 a. m. Band Concert Savidge Concert Band.
2.30 p. m. Band Concert.
3 45 p. m. Free Act, Flying Du Armonds.
7 30 p. m. Band Concert.
7 45 p. m. Free Act, Capree Lewis.
8 30 p. m. The Savidge Players present "Removed Prisoner."

Wednesday
10 a. m. Band Concert Savidge Concert Band.
2 45 p. m. Band Concert Savidge Concert Band.
3 00 p. m. Free Act, Flying Du Armonds.
3 15 p. m. Merchants Free Matinee. Savidge Players present "Saintly Hypocrites and Sinners."
7 30 p. m. Band Concert Savidge Concert Band.
7 45 p. m. Free Act, Capree Lewis.
8:30 p. m. Savidge Players present, "Saintly Hypocrites and Sinners."

Thursday
10 a. m. Band Concert Savidge Concert Band.
2 30 p. m. Band Concert.
3.30 p. m. Band Concert.
3 45 p. m. Free Act, Flying Du Armonds.
7 30 p. m. Band Concert.
7 45 p. m. Free Act, Capree Lewis.
8:30 p. m. Savidge Players present "Over the Hills to the Poor House."

Friday
10 a. m. Band Concert.
2 30 p. m. Band Concert.
3:45 p. m. Free Act, Flying Du Armonds.
7 30 p. m. Band Concert.
7 45 p. m. Free Act, Capree Lewis.
8:30 p. m. Savidge Players present "Over the Hills to the Poor House."

Saturday
10 a. m. Band Concert.
2:45 p. m. Band Concert.
3:00 p. m. Free Act, Flying Du Armonds.
4 15 p. m. Matinee, Cigarette, Play Your Part."
7 30 p. m. Band Concert.
7 45 p. m. Free Act, Capree Lewis.
8:30 p. m. Savidge Players present "The Open Road."

Bargains in
Furniture and Rugs
R. B. Judson Co.
Wayne, Neb.

Extra Specials for Fall Festival and Carnival Week
September 26, 27 and 28

A fine lot of men's dress shoes worth up to ten dollars a pair, the whole lot at $5.00
(All sizes in this lot)

$2.50 Discount on All Suits and Overcoats for These Three Days Only.

Yankee Doodle, 12 oz. husking mitts; the heaviest and best mittens sold in Wayne, it can't rip, don. $2.00

MORGAN'S TOGGERY
The Postoffice is Just Across the Street
Wayne, Nebraska

Specially Low Bargain Prices

On all Smoked Meats, Ham, Bacon and Summer Sausage
During September 26, 27 and 28

Central Meat Market
A. D. Bourks, Prop.
Phone 68 Wayne, Neb.

Basket Store Specials
September 26, 27 and 28

100 pounds fine granulated sugar $7.48
Six heavy handled cups and saucers 98c
Eleven pounds fancy Jap rice $1.00

Semi-Solid Buttermilk

Start your fall pigs right. The use of Semi-Solid Buttermilk will prove a profitable investment. Feed to hens and increase egg production. 50 pounds free with a heifer. We still maintain this special inducement that every farmer and every member of the family may know the truth about Buttermilk.

J. R. RUNDELL
Wayne, Neb.

FREE

1,000 Pounds of Coal

With every genuine Round Oak heater sold September 26, 27 and 28 at factory list prices, we will give absolutely free 1,000 pounds of coal.

This offer is good only for days mentioned.

Carhart Hardware Co.
Wayne, Neb.

A Real Special
—on—
New Fall Dresses, Winter Coats, Suits, Hats, Footwear, Gloves, Gossard Corsets, Blouses, Sweaters and Hosiery

Everything in Ready-to-Wear for Women.

Mrs. J. F. Jeffries
Wayne, Neb

WAYNE BOOTERIE
The Only Exclusive Shoe Store in Wayne

Special prices for the week of September 25 to 30. It will be worth your time to come and see us about your footwear.

Ladies' $8.00 black satin one-strap turn sole, cover heel, French or military, special $5.95
Ladies' patent leather one or two strap or oxford, military heel, well worth $6.00, special $3.95
Ladies' houseslippers, special $2.95
Big girls' school shoes, sizes 2½ to 7, in black and brown, special $2.95
Children's school shoes, sizes 12 to 2, black and brown, special $2.50
Men's $6.00 dress shoes, black and brown, special $3.95
Men's $5.00 work shoes $3.75
Boys' shoes, the best in the city for school, prices $2.25 to $3.50

Also special prices on all our hosiery

Come and see us Look for the Big Sign.

WAYNE BOOTERIE
E. N. Leben, Shoe Man

During These Special Bargain Days

We will make extra low prices on many staple and desirable lines in our stock.

Colorado Peaches

We have just received Colorado peaches for canning. Give us your order

Mildner's Grocery
Wayne, Neb.

Co-ordinating special community events with special advertising is a big business getter for the Wayne (Neb.) Herald. Note the typographical treatment acorded a subject which ordinarily is difficult to "play up" to good advantage.

Building a Newspaper Par Excellence

Minute Attention to Mechanical Details and a Nose for Business as Well as for News Builds Substantially for Wayne (Neb.) Herald

MANY a country newspaperman has floundered dismally by reason of attempting to combine the details of the mechanics of newspaper building with business requirements. Usually he has failed at both—not because he hadn't the capacity to embrace both ends of the business. His failure was encompassed, in almost every instance, through lack of vision and enterprise.

Granted that every country newspaper man puts in long hours, yet if these long hours are spent to no purpose, it cannot be said he really has "invested" the time wisely. He, in all likelihood, has worked at cross purposes and gotten nowhere.

Most every country newspaper publisher is a printer—knows the mechanics of his business well. But usually he has the old-school-printer instinct and ability. And men of this type usually lack progressively, profitable business acumen. They conduct their business in much the same fashion as they ran the mechanical end of the shop—anything goes.

Why should this be so?

Why are some communities blessed with fine newspapers—others not?

Our cosmopolitan population is pretty much the same everywhere. Therefore newspaper making should be along the same lines everywhere. But it is not. There are—always will be—successful small town publishers—and the other kind.

But who wants to be the other kind?

That's what E. W. Huse, publisher of the *Herald*, Wayne, Nebr., says.

When Mr. Huse came to Wayne twelve years ago he knew a little about newspaper making and the business ramifications of the industry. But the day he became owner of the *Herald* he started to school in earnest. And he has been a student ever since. Result: One of the finest weekly papers in the United States. Profitable, too.

First off, he studied advertising and merchandising. He learned all he could about the business of the various merchants in Wayne—how they bought goods; how these goods were marketed; the field; the consumer's needs; the possibilities for new lines of goods. Then he set about planning and writing advertising to exploit the business of the merchants. He had, through experience, a fund of bright merchandising ideas always on tap. He helped the merchant at every turn.

His composing room was set in order. Good type faces, borders, and other material were bought—and bought in plenty. He confined himself to a few faces of type, but bought generously. Out of date machinery was junked and modern equipment installed. "It costs a heap of money," he mused, "but you cannot make money unless you spend it in the right channels."

The plant all set, he gathered his employes together and effected an organization. He taught them the value of real craftsmanship. In practice talks he outlined the principles of typography. He supplied books and data from which they were urged to glean the fundamentals of that higher level of printing lore that places the ambitions worker above the ordinary. His foreman was particularly active in delving into the mysteries of typography—and he assimilated a lot of valuable knowledge of how to combine type, boders and

white space harmoniously.

Throughout the process of stimulating his workmen to new achievements in craftsmanship Mr. Huse manifested that earnestness and enthusiasm which denotes sincerity. His men caught the drift. They entered whole-heartedly into the spirit of things.

Then the fun began.

Mr. Huse found with his merchandising knowledge and the artistic creations of his workmen, coupled with horse sense in preparing copy, and backed by a good paper, well circulated, it was easy to sell advertising. And advertising, founded on correct principles, sold goods. Result: More advertising and more business.

Mr. Huse says you cannot run a country newspaper successfully unles you are willing to burn some midnight oil learning modern ideas about advertising. And this involves merchandising, writing copy, good typography, and art work. He found, once a merchant begins using real art work, that he becomes a steady advertiser. Mr. Huse discovered that one of the most profitable pieces of equipment for the small plant is the stereotype outfit. Several good ones are in the market at a reasonable price. Wonderful mat services are obtainable, carrying every conceivable illustration. This service, also, is very economical.

Besides, Mr. Huse never permits the paper to go to press before he has inspected every form. Then his foreman looks over the corners where the borders join to make sure of perfect joints. Slugs must be solid. Ink distribution must be even, and press work must be A-1. All down the line he shows his employees that attention to every detail is the first law of good newspapering.

E. W. HUSE
Publisher of the Wayne (Neb.) Herald

Mr. Huse says that hard work coupled with exercise of sound judgment in the employment of help and good sense in serving the public will insure the success of almost any business venture, and a newspaper is no exception. Many newspapers are in the hands of fairly good job printers who lack the field or the courage to employ help to supply essentials in which they are deficient; or in the hands of scholarly gentlemen who are impractical and who, lured into the work by literary aspirations, have no ideas touching business necessities or typographical appearance. A man should know his limitations and then surround himself with helpers who can make possible well-rounded success. A man who can sell advertising or write good news stories should not fool away time on a composing machine or trying to do job work. He must employ help to meet any need, and be neither parsimonious on the one hand nor wasteful on the other in doing it.

William Huse, father of E. W., was a pronounced scholar with literary talent considerably above the average. He was the son of an Episcopal clergyman, who insisted on one of the three professions, and he accepted the law. After following this practice for a term of years, he yielded to an inclination to engage in the newspaper business. His first venture was at Ponca, Nebraska, where he started the *Journal*. He was a polished writer, but was handicapped by lack of practical knowledge of all branches of the business. True to the old professional school, he had not learned to charge adequately for services nor to ask for prompt payments.

Showing how the Wayne (Neb) Herald looks after its neighboring small towns that do not have newspapers. News of these hamlets is run in a double spread in connection with the advertising of the merchants of that place. Note again the typographical treatment and the profusion of cuts, a service supplied by the Herald.

PAGE FOUR
WAYNE, HERALD, THURSDAY, APRIL 6, 1922
WAYNE, HERALD, THURSDAY, APRIL 6, 1922
PAGE FIVE
The Nearness of Easter
Prompts the buying of spring apparel and this store is ready to greet your patronage with an assemblage of spring merchandise that will please.
Ready-to-wear Garments
These garments combine the selling qualities of merchandise—the latest styles, the latest materials and the latest prices. New garments are arriving this week for your inspection and approval.
Suits priced from ... $25.00 to $40.00
Coats priced from ... $7.50 to $30.00
Silk Dresses from ... $15.00 to $27.50
Skirts from ... $10.00 to $14.50
Bloomers, cotton and silk, all colors, $1.25-$5.50
Spring Wash Fabrics
Beautiful Silks for Easter
Special for Saturday
Easter Footwear
$5.00 to $7.50
The Fair Store
Wakefield, Nebraska
Easter Greetings from Wakefield
It is With a Feeling of Utmost Friendliness and Goodwill Toward All That We Extend to Everyone Our Greetings This Eastertide.
Quality Service
Fullerton Lumber Co.
Headquarters for
Lumber
—and—
Hardware
A full stock always on hand.
Minnesota Paints.
Maytag Washing Machines.
More Furniture Arriving Daily.
Let us figure on your bill.
Fullerton Lumber Co.
Wakefield, Neb.
Wakefield News
We Have Some New Red Star Oil Stoves
An oil-burning stove that can be relied upon for all kinds of cooking.
Sincerity Clothes
Smart Styles for Spring
$25.00 to $40.00
Extra Trousers in Serge
V. C. LINDEN
Wakefield, Neb.
For Your
Easter Outfit
This is the Store
Whatever you select we know you will be extremely well pleased.
Swagger Coats
Clever Suits
Spring Frocks
All of the very newest styles, well made and priced low
Interesting Dress Sale
Friday and Saturday
Beautiful Shoes
In New and Dainty Models
Theo. Carlson Co.
The Seat of Trouble
When you are not feeling quite fit, but just can't seem to locate the cause, come to me and I will quickly, through a thorough examination locate the trouble and start you on the road to recovery.
I make this statement because I know that the major part of illness is caused by improper regulation of the affected parts due to pressure on the controlling nerves.
Stop in anytime for an examination. I will tell you frankly if I can relieve your trouble.
Marie Johnson, D.C.,Ph.C.
Chiropractor
Wakefield, Nebraska
Wakefield News
Famous American Wire Fencing
We have a large, new stock on hand, and prices are lower than On ... a year ago. An ideal school. this is just the kind ... for ... garden or poultry yards. One of ... and ... has been made for ample allowance for contraction and expansion due to temperature changes.
B. P. S. Guaranteed Paint
If you want to paint your house, inside or outside, or wish to brighten up and preserve by painting any of your other buildings be sure and consider the merits of the B. P. S. paint. It's a handle it for both inside and outside work. We also have China-Lac varnish and stain combined. If you need alabastine, we have it.
See Us For All Kinds of Building Materials.
Ekeroth & Sar
Wakefield, Nebraska
Wakefield News
HANSON'S
Wakefield
Choose Now
That New Suit for Easter Sunday.
Clothes of Genuine Quality
$25.00 $27.50 $30.00
Kuppenheimer Good Clothes
$35.00 to $45.00
Special Values
For Confirmation and Graduation in Blue Serges and Dark Patterns
$20.00 and up
Boys' Suits at Proportionate Prices.
G. D. Hanson & Co.
—The house of Kuppenheimer good clothes
Wakefield, Neb.
"A Dollar's Worth or a Dollar Back"

PAGE FOUR
WAYNE HERALD, WEDNESDAY MARCH 22, 1922.
WAYNE HERALD, WEDNESDAY, MARCH 22, 1922
PAGE FIVE
Add a Piece
—of—
Furniture
Uneeda New Rug
Judson's for Furniture, Rugs, Draperies, Kirsch Flat Rods, Window Shades, Polish Mops, Carpet Sweepers, Congoleum Rugs, Inlaid Linoleum Picture Frames, "Juddy" Polish, "Juddy" Mar and Scratch Remover.
R. B. Judson Company
Phone 58
Wayne, Neb.
Showers of Prosperity
FALL upon those who are ever alert to take advantage of "first opportunities." Winter is gone; Spring is here. All nature is taking on new colors, brightness and cleanliness. It behooves us as good citizens of this community to make our possessions equal in brightness to the example that nature has set. The advertisers on this page are making a concentrated effort through special displays and attractive prices to make it profitable and convenient for you to get in line with Nature's policies.
Wall Paper
Our stock of wall paper was never so large nor so attractive as now and prices are about fifty per cent below what they were a year ago. Prices of 1914 again prevail. Qualities are superior. Ask to see our extraordinary bargains in wall paper. We have some special lots that will appeal to you in both neatness of patterns and lowness of price.
We wish to call attention to our line of Sirge wall papers. There is no line that can compare with them. The Sirge line for fine homes. No matter your needs—call at Jones Book-Music Store, see the line and then get the best buy for that need.
Paste, Sizing, Glue, Cleaner. Best Values and Best Papers at
Jones Book-Music Store
Phone 107-W
Wayne, Neb
We Recharge
—and—
Repair
All Makes of Batteries
But we would a great deal rather help you keep your battery in such condition that it will give you the most miles of uninterrupted service per dollar.
Your battery may need recharging. It may need a little distilled water to keep the battery solution over the tops of the plates. It may need to have the connections tightened up. Simple things—but if they're not taken care of you lose battery usefulness and battery life.
There is a great deal we can do in the way of making your battery last longer and serve better. Come in and let us show you. You're welcome here whether you have a Willard Battery on your car or not.
Wayne Storage Battery Company
R. H. Kohrs, Manager
Representing
Willard Batteries
Prices Revised Downward
THERE has been a substantial reduction in prices of all kinds of farming implements, and we can save you both time and money on any repair or new machine you may need for the spring work. We would advise the farmer to inspect his equipment and find out his needs at an early date, and then come to us. We can quote lowest prices, can show you exactly what you want, and can guarantee prompt delivery. You are satisfied before you part with your money.
We Handle the Well Known and always dependable lines of the International Harvester company.
When you buy an I. H. C. machine or repair, you know you are getting the best, and behind every sale is not only the guarantee of the Harvester company, but as well the guarantee of ourselves.
Don't delay until time to begin work. Act now, and be ready.
Yours for service and right prices
Kay & Bichel
Wayne, Nebraska
Springtime is Sowing Time
We have on hand a fresh stock of grass seeds, including alfalfa, blue grass, white clover, sweet clover and red clover
Get your fields and lawns and terraces planted down before the spring rains come. Now is the time and this is the place for you to come in search of good seeds.
Wayne Farmers Union
Carl Madsen, Mgr
Phone 339
Wayne, Neb.
Ford
THE UNIVERSAL CAR
$348
F. O. B. Detroit
New Price
You have never before had the opportunity of securing as much motor car value at so low a price. Take advantage of this opportunity and place your order now when you can obtain prompt delivery.
Lowest price ever quoted. Terms if desired
Fordson Tractor
$395
F. O. B. Factory
Do More in a Day
Do It Better.
One man with a Fordson Tractor can do more work easier and with less expense than two men can do with horses. This means that you with a Fordson Tractor can actually make more crops, with less work and less expense. And this means that your profits will be greater with fewer hours of work.
Wayne Motor Co.
Phone No. 9
Wayne, Neb.
RAY
Which Costs Less? A Battery? or Battery Service?
What measures the value of a storage battery. Is the value indicated by the initial cost or can it be measured in terms of service? Before the advent of the Ray battery, the Ray guarantee and the Ray merchandising policy there was no means of determining battery service—it was a matter of guessing. On a battery would last, guessing how many times you would be obliged to call for an adjustment on your guarantee, guessing against a dozen and one possible extra costs which might descend upon you at any moment.
Selling Service Instead of Batteries
The Ray guarantee and the Ray policy is the first and the only combination which makes it possible to sell service, complete, first-cost factory service. In a manner of speaking the RAY BATTERY COMPANY does not sell batteries at all—it sells battery service.
Coryell & Brock
WAYNE, NEB.
Building Materials
High grade building materials and at fair and reasonable prices
—See us—
For Posts, American Fence, Mulehide Roofing
Carhart Lumber Co.
Wayne, Neb
Place Your Orders Now for Harness Supplies.
Our personal guarantee is behind everything you buy, and you will always get the best.
Remember That We Carry Fisk and Kelly-Springfield Tires.
Wm. Piepenstock
Wayne, Neb.
What You Get
at Whalen's
Is Good
PLANTING TIME
The Opening of Spring Suggests Planting Time
And one of the essentials is good seed. We have all kinds of fresh, guaranteed seeds, including potatoes, all carefully selected. See us for anything you need in the line of seeds.
Wayne Grocery
Winter & Huff
Phone 490
Wayne, Neb
HARDWARE
Making an attractive yard or raising a profitable garden may be enjoyable, it is always healthful; but to be successful, you should have first-class working tools and the best of garden, plant and grass seed
To be well equipped with good tools means work already half done. Look over your present supply of tools, see what you need, and come here for it
Come here for your flower garden vegetable garden or field seed.
H. B. Craven
Hardware

Prosperity spread of the Wayne (Neb.) Herald. "Value received" is written big into the ads. They are a clean typographical scoop.

Growing up in the business, Mr. Huse, junior, early noted some of the things that hindered success. Advertising, he reasoned, is the essential on which prosperity is based. In order to secure sufficient advertising from week to week, it is necessary to have a large, representative subscription list. In order to get subscribers, news service of the territory must be made complete and impartial. To induce people to respond to the appeals of advertisers, advertisements must be attractively set and advantageously placed and clearly printed. The three fuse themselves into an alchemy of successful business.

Mr. Huse could not set an advertisement artistically, but he knew when it was done right, and he had men in his employ who could do it. People will advertise if they can get results, and they can get results if advertising spreads are given the same thoughtful, painstaking attention devoted to news and editorial features.

Mr. Huse thought it good logic to reason that one cannot have self-respect or court the respect of others without developing on a sound financial basis. One must pay obligations promptly and never have occasion for excuses or apologies that shake credit. Thus a newspaper must not only render satisfactory service and accordingly have a large volume of advertising, but it must require prompt payments.

On service depends prosperity. On prosperity depends enlarged service. Generous, unbiased treatment of people, institutions and events, regardless of politics, religion or social standing stimulates popular interest in a newspaper and, in sequence, of course popular support.

When Huse came to Wayne twelve years ago and bought the *Herald,* his plan was to follow no beaten path, but see what could be done with a favorably located country weekly. Wayne was selected because it had always had special educational advantages and had just induced the state to make it the seat of a Nebraska normal school. It is the center of a rich agricultural and stock raising district. Surrounding towns and rural precincts, liberally served by this newspaper, contribute materially to its support.

Twelve years ago the *Herald* was an eight-page newspaper, half patent. It had no modern equipment. It employed one girl at $7 a week to set type and one man at $15 a week to set advertisements and do the job work. Now the paper issues never less than sixteen home pages, has two composing machines, and with one exception every piece of machinery is new and all are driven by individual motors. The payroll runs about $200 a week. Modern machinery was viewed as the cheaper in the end.

Mr. Huse has been fortunate in the employment of good help. Albert G. Nelson is the star performer in the mechanical branch of the plant. He sets and arranges the advertisements. He is an expert machinist-operator. He combines speed, accuracy, and good taste in all of his work. He also supervises the job department. Nelson is a man with vision—a craftsman rather than just a printer.

Mr. Huse stresses the importance of teaching more mechanically inclined young men the printing business if we are to expect sufficient help in the future.

For three months every year, a competent solicitor travels over the country. He collects new and renewal subscriptions, secures stationery orders from farmers, and reports news and human interest stories.

The business and editorial branch of the *Herald* is handled by Mr. Huse and his daughter, Miss Dorothy Huse. In addition, the *Herald* has paid correspondents at different points in the county, and when necessity arises, for an hour or a day, Mr. Huse is able to employ one or more local people to help.

Mr. Huse is the first one at the office in the morning and the last one to leave at night. He is advertising salesman, business manager, and sole owner. He employs extra help to do collecting. It is no longer necessary to convince people that it pays to advertise, he says. If he discovers anyone who thinks otherwise, he does not waste time on him. If during any week the demand for advertising in Wayne or immediate territory is not sufficient to justify sixteen pages, Mr. Huse motors to some other town and sells enough to supply the need. Besides selling advertising, he has time to make all trains, contribute to local news columns, write a short string of editorials, give a share of attention to job work, read proofs, attend to correspondence, check up each week's business, make out affidavits for legal notices, look after collections and remittances, entertain callers,

and lend encouragement to highest production in all branches of the plant.

In 1920, on the occasion of the tenth anniversary of his taking over the *Herald*, Mr. Huse said editorially:

We came to Wayne ten years ago and undertook development of the Herald for a number of good reasons. We long believed Wayne county and its adjacent territory comprised the best agricultural part of the state, and we believe so still. We believed the general type of citizen-this territory could be nowhere surpassed, and we have never had reason to change that opinion. With Wayne a convenient center, with superior educational advantages, supported by rich and unfailing resources, this point offered an attractive opportunity for a central rual newspaper—a newspaper with a widening field for service and usefulness. While we have made headway in the direction of our ideal of a decade ago, we are still far from its full realization. Many things are yet to be accomplished, and they will follow as fast as circumstances warrant. Ground now gained seemed to some unattainable ten years ago. The field, still in prospect, would be regarded unattainable now.

ALBERT G. NELSON
Who makes type talk a fine language for the Wayne (Neb.) Herald

The evolutions of the *Herald* are not due to personal popularity nor to extraordinary brilliance. People don't take the paper because they like the way we shake hands or part our hair. The don't advertise because of any personal charm or because they want to keep up a worthy home institution. They take the paper because it contains a lot of matter each week they want to see. The fact leads prudent people to advertise in it. Whatever success the paper has gained is due mainly to long hours and hard work. Besides appreciating service, people have a sort of respect for success, and while they are not particularly fond of the editor's personality and do not always agree with him in politics or religion they do rather like the way the *Herald* gets results by means of non-union hours, powerful endurance and bovine awkwardness. It may be said without fear of successful contradiction that the editor has devoted more hours to his chosen task in the last decade than any other man in Wayne county, and that he pays out more in salaries every Saturday night than any business house in the county. The latter boast, modestly offered, is likely made possible by the former. It should be understood that the *Herald's* net profits—though often meager—go back into the plant to make a better paper and stimulate progress towards the ideal, in which the public has an interest.

In the last decade the *Herald* has had a train of interesting and often trying experiences. Critical situations that would have elicited ugly vitueration in the old days of lower newspaper standards have been handled in an impersonal way so far as possible with the welfare of society in mind rather than venting personal spite or seeking to punish those who have become piqued and unfriendly from time to time. Criticisms offered have been prompted by a desire to safeguard and benefit society rather than to hurt ruffled individuals.

MISS MILDRED HUSE
Business Manager and Associate Editor of the Wayne (Neb.) Herald

GLEN MILLS MADE PAPER FOR WORLD

Passing of Factories That Supplied Linen Product for Nation's Money Ends Remarkable Industry

THE last of the Glen Mills (Penna.) paper mills is to be sold. What a wealth of romantic colonial history is interwoven in this great enterprise, which was once the center of paper industry in Pennsylvania. In 1686, Thomas Wilcox, who dated his ancestry from the Mayflower, received a "patent" or deed for a parcel of land from William Penn.

In this wooded fastness of Chester county, Thomas Wilcox built the Ivy Mills in 1729 after inventing a process for the manufacture of the finest linen papers and parchments. Here the first paper was made for the old Continental government's currency, bonds and other documents. All the work was done by hand up to 1776.

After the revolution, a grandson, James M. Wilcox, invented a process for the manufacture of paper by machinery. A mill was built along the Chester creek in 1836, about three miles from the then abandoned Ivy Mills.

The paper products were of such excellent texture, workmanship and durability, that the business grew tremendously. This came to the attention of the government, which was seeking a suitable and exclusive paper for the printing of its currency. A deal was closed, another mill was constructed in 1842, about a half mile south, and in this lower mill, paper was manufactured for the exclusive use of the government. Federal soldiers guarded the plant day and night to prevent tampering with or theft of the bond paper which was to be used for U. S. currency.

It was extremely difficult to counterfeit government money, bonds and deeds. Denominations were ten, twenty-five and fifty cent bills, and bills in amounts from one dollar and upwards. The paper was manufactured there and cut to the desired sizes. The actual printing was done at the mint.

The fame of Glen Mills spread all over the world and soon the mills were supplying high-grade bond paper to foreign governments. The Wilcox family waxed rich and the community was happy and contented. The climax was reached. It was the sole source for currency paper throughout the world. But other mills sprang up. A New England mill put a better paper on the market. Competition began in earnest.

The past thirty years the owners have been operating a Philadelphia company, which manufactured a parchment paper used for wrapping food products. The quality of the paper made at the Ivy, upper and lower Glen Mills was remarkable. Recently shreds of the parchment made in the Ivy mills were acquired by a museum and were found to be tough as leather. The shreds were extracted from the old rusted machinery and from crevices of the abandoned mill and had been exposed to the elements for many years.

It is noteworthy that the mills never used wood pulp in the manufacture of paper. The material used was the finest of pure linen thread and remnants imported from Belfast, Ireland. Established in 1729, the three mills operated continuously until six months ago, having reached a unique distinction in the world's paper industry.

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Van Buren and La Salle Sts.

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ST. LOUIS OFFICE—
M. M. SHURMAN,
713 Star Bldg.

WESTERN REPRESENTATIVE—
C. M. MINIER,
510 Title Insurance Bldg.
Los Angeles, Cal.

513 Pacific Bldg.
San Francisco, Cal.

405 Walker Bldg.
Seattle, Wash.

To save delay send all general and subscription communications to the main office at Milwaukee, Wis.

SUBSCRIPTION RATES
In the United States, Cuba, Mexico and Canada, $2.00 per yr.
Foreign subscriptions, $3.00 per year.

MILWAUKEE, WISCONSIN, NOVEMBER, 1922

U. T. A. Cleveland Convention Presages New Era in Organization Work

WITHOUT going into detail regarding the various ramifications and activities of the Cleveland Convention of the U. T. A., we pass commentary on this notable gathering without making mention of two of the outstanding features which will play a large part in more closely cementing various local organizations into a more compact international association.

The dues question, which had the earmarks of developing into a squabble, was ironed out by a committee headed by Albert W. Finlay. This committee, after many trying caucuses, recommended to the convention that there be no change in dues at present. This motion, after being supported by several members, finally merged into an amendment offered by Mr. Britt of St. Louis, to the effect that a survey of the entire industry be made during the year and, in the meantime, that $3,000 be added to the amount to be paid by each maximum city. This amendment, after some discussion, was lost. Thereupon, J. Horace Macfarland, of Harrisburg, added to his original motion a suggestion that the survey favored by Mr. Britt be made by each local typothetae and the result tabulated and made available for the executive committee in order that they might then formulate suitable recommendations to be considered at the next annual convention. This was satisfactory to all the delegates.

The labor division controversy was also adjusted in a most diplomatic and rational manner. From the time delegates arrived in Cleveland on Sunday morning until 2 o'clock on Thursday morning, there were continual caucuses by eastern and western delegations, the demand of each being almost diametrically opposite. It seemed almost impossible that the opposing factions would get together. Acting as conciliator between the opposing forces was Albert W. Finlay, of Boston, chairman of the open shop division. Mr. Finlay never gave up hope that everything would be ironed out to the satisfaction of everyone. How this was to be done no one could see. Wednesday at midnight the delegates and leaders had gone to bed certain that the executive session on the morrow would be a scene that might result in disaster to the U. T. A.

Mr. Finlay, however, had not lost faith. He had members routed out of bed, here, there, and everywhere. New compromises were offered, the palm again extended.

Each delegate was told if he got all he asked the other fellow would get mighty little. He told the story over again and finally an agreement was reached that removed all acrimony.

The executive session was as harmonious and unanimous as the chorus of a celestial choir. There was not a rift in the lute.

The officers were re-elected. The dues remain the same. The labor divisions become "affiliated associations" with the words "United Typothetae of America" in no way connected therewith. As a piece of political finesse, of strenuous effort and a last call to save the "good old ship" all agreed that it is without a parallel in the annals of Typothetae.

The New York and eastern delegations went home with a new feeling of friendship for the old U. T. A. The western delegations smirked with glee over the amicable outcome, and every delegate boarded train for home his town with a new enthusiasm, welded with a stronger bond to the U. T. A., and feeling that the coming year would, without a doubt, place an entirely new construction on the benefits to be derived from membership in the typothetae.

The grand old organization is now in position to go ahead, unhampered and uninterruptedly carrying out its splendid program of education and elightenment which will all redound to the ennoblement of the graphic arts industry.

Competitive Work Hullabaloo

FROM one end of the land to the other printers in the last year or so have been kicking up high jinks about shoppers, bids, and cut prices. Many of us have formed the impression that the greater part of all commercial printing is competitive. That may be what we *think* but here is what the *facts* prove:

At a recent meeting of the Washington (D. C.) Typothetae, one of the reports submitted by the credit and collection committee showed that from a count of one drawer from the credit files taken at random, 806 out of 902 Washington buyers of printing deal with one printer, 75 deal with 2 printers, 13 appear on the books of 3 printers, and 8 deal with more than 4 printers. In other words, about 90% of Washington printing is not competitive.

Without a doubt all of us have been spending a lot of time crying "wolf" when there was little occasion

to do so. Usually when a job of printing is let on a competitive basis, it is announced that such and such a printer cut the guts out of the price and took the job at a figure that nobody else had a chance. As a matter of fact, when the successful bidder's figures are analyzed it is found that he is well within his rights in quoting his prices.

None of us have a right to condemn the successful printer until we know all the facts. In many cases it is found that the buyer of printing is the chap who is giving publicity to cut price propaganda; that he is doing it merely for effect. Oftentimes he quotes a fictitious figure which some printer has given him. Immediately the news goes out, and a stampede of half a dozen printers occurs, and then real price cutting begins.

In the final analysis, no buyer of printing ever had delivered to him a job let on a competitive basis that was satisfactory from every standpoint. If he bought printing at a low figure he paid for good printing in the end through losses sustained and failure of the printing he purchased to bring the results he hoped to attain.

Advertising and News

SOME day when we find time we are going to indite a real worth-while article touching on the correlation of activities of the news and advertising departments.

The weekly, semi-weekly or smaller daily paper provides an opportunity denied to the metropolitan daily, and which can be of pronounced benefit to advertisers, readers and the publisher. It is the linking up in an interesting way of the news and advertising—or in other words, presenting the news that is in the advertising.

Occasionally there may be encountered that fortunate individual, perhaps of rolling stone propensities, whose career has allowed him to work intensively in both news and advertising branches of papers. If he is the right sort of man his training will have developed in him a strong sense of news values and in his association with advertisers he will find much with a story value.

We do not mean by this the veneered press agent stuff. The thought we had in mind was strongly developed by a certain paper which came under our observation.

Each week this paper featured a column or two of short local feature stories. Perhaps every other item in this department contained a truly readable item mentioning some advertiser. The stories were devveloped with real interest and often were humorous. Sometimes they were frankly "sales talk," such as the announcement of new goods placed on sale by the merchant who was mentioned.

It was just a frank chatty department in which the advertiser received readable publicity at no cost to him. There was no suggestion or sop, and no item printed unless it did actually possess some feature of news or entertainment.

The idea was highly successful. It built prestige for the paper among the advertisers and was well received by the readers. It was just an idea, but then the entire success and growth of a newspaper must be built on ideas.

Instruction in Printing in Public Schools

A REVISED pamphlet with this title has just been published bringing the recommendations of the Typothetæ Committee on Education into accord with their recent publication, "Practical Apprenticeship for Printers," and with the Standard Apprenticeship Lessons now being prepared. The purpose of this forty-page pamphlet is to point out the defects of the present system of teaching printing in public schools, and show how the evils can be remedied by closer co-operation of local printers with the high school printing departments. Concrete suggestions are made. This pamphlet has been sent to public school authorities who are interested in printing instruction and is available to members of the U. T. A. and instructors of printing.

There are three types of printing instruction, namely, manual training, pre-vocational training, and vocational training. The Department of Education is interested in the latter although it is aware of the educational advantages of the first two types.

There are outstanding defects in the present methods of teaching printing in public schools. These are summarized in the booklet as follows:

1. Lack of clear definition of aim and adherence to the aim.
2. Insufficient or ill-chosen equipment.
3. Incompetent instruction.
4. Un-businesslike methods.
5. Low standard of product.
6. Effort to make printing departments self-supporting.
7. Lack of relation to the industry.

In consequence of these defects there has been an increasing feeling of distrust in all efforts to teach printing in schools. Fortunately, the condition is *not* beyond remedy. It is the opinion of the Typothetæ Committee on Education that if proper action is immediately taken on a sufficiently comprehensive scale by the employing printers that these printing departments can be made to meet the requirements of the industry. It will be necessary for the employers to rouse themselves to action. They must take the initiative. It is proposed that local Typothetæ associations appoint committees on education to study conditions as they present themselves and suggest changes in methods so as to bring about immediate relief. Where there are no local Typothetæ the printers should organize for the purpose of visiting the schools frequently and making careful examination of the work done and methods found.

Experience has shown that when printers will take an active interest in the affairs of printing departments in public schools that the school officials will welcome constructive suggestions. Only close co-operation will bring about a definite relation of the school to the industry.

One of the most vexing problems confronting the printing instructor is the question of what to teach. It is unfortunate that some instructors are neither good teachers nor good printers. The Department of Education in conference with a representative group of successful printing teachers has prepared an outline of a two-year vocational course for use in public schools. This outline is based upon the Standard Apprenticeship Lessons for Printers that are now being published by the U. T. A. It is suggested that shop work be given three hours daily, one period daily for design, one period for English, one period for arithmetic and science (including bookkeeping), and one period for history and civics. This program will be continued throughout the four semesters in the two-year course. The Standard Apprenticeship lessons on elements of composition, book composition, display composition, and job composition, stone work, platen press, and pamphlet binding will be used for text purposes in the shop instruction.

FIELD OF JOURNALISM

8 Journalism Courses Enroll 544 Students

With a class enrollment of 544 students and with 305 students majoring in the four-year course of journalistic studies leading to a degree, the course in journalism of the University of Wisconsin has just begun its seventeenth year.

The figures represent an increase of about 15 per cent over the class enrollment of 460 and the major student enrollment of 262 last fall.

Of the 305 major students, 60 are seniors, 65 are juniors, 67 are sophomores, 112 are freshmen or special students, and one is a graduate student working for the M. A. degree.

About 45 of these students transferred into the course this fall from other universities, colleges, and normal schools.

The eight courses offered by the department of journalism have the following enrollment: Freshman survey course, 100; Newspaper reporting, 120; Newspaper editing, 90; The Country Weekly newspaper, 31; editorial writing, 26; special feature article writnig, 90; women's department in newspapers, 21; and history of journalism, 67.

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Georgia School of Journalism

The Georgia School of Technology has established a School of Journalism in connection with the School of Commerce with Joe B. Hosmer in charge of instructions in journalism. Mr. Hosmer is a son of Editor George E. Hosmer, editor for so long of the Braidentown (Fla.) Herald. It will be remembered that Editor Hosmer attended the Press Association meeting in Carrollton several years ago, and made quite a splendid address on matters connected with the National Editorial association, of which he was formerly president.

There is every reason to believe that the School of Journalism at Tech will prove to be a big success. If young Hosmer has much of the vim, energy and ability of his father, and there is every reason to believe that he has, he will make a reputation at Tech and do much in training those journalistically inclined in just the right way.

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Marquette Journalists Elect

Organization and election of officers for three classes of the Marquette university school of Journalism, Milwaukee, was held recently with these results: Junior class, Eugene Ball, Milwaukee, president; J. Stuart Markey, Milwaukee, vice-president; Alice Grant, Milwaukee, secretary; Nathalie Hart, Green Bay, Wis., treasurer. Sophomore class, John Meara, Axtell, Kas., president; Lucille Justin, Milwaukee, vice-president; Catherine Havlichek, Manistique, Mich., secretary; Walter Belson, Hartford, Wis., treasurer. Freshman class, Maurice E. Collins, Fort Dodge, Iowa, president; Genevieve Myers, Milwaukee, vice-president; Florence Durnin, Milwaukee, secretary; Glenn V. Armstrong, Horicon, Wis., treasurer.

Poetry and the Newspaper

Carl Sandburg, well known modern poet and movie editor of the Chicago Daily News, addressed the Medill School of Journalism of Northwestern university, Evanston, Ill., on the subject "Poetry and the Newspaper," on Thursday evening, October 5. Mr. Sandburg read from his own poems and accompanied himself on the guitar in several songs.

In discussing the newspaper he said: "When Tim Murphy, speaking from the county jail, said there is nothing so dead as yesterday's newspaper, it was made first page news.

"What did Bismarck mean when he said 'Berlin is a wilderness of brick and newspapers'?

"History, poetry, folk-lore weave through the newspaper for those who know how to unravel the skeins. . .

"I am not well acquainted with the grade school and college textbooks of standard requirements today. But I know that 90 per cent of the newspaper writing today is more vital, direct, and straightaway than 90 per cent of the writing in the grade school and college textbooks of the standard requirements of twenty to thirty years ago. . .

"The model for news writers is rather John Bunyan than John Milton. The sport writers, of course, always followed John Bunyan rather than Milton. But in these later days even the political correspondents and the editorial writers dare to be blunt and full of meaning, if they feel that way. . .

"Dominant styles in newspaper writing permit one to be more human than in former years. Of course, there are stuffed shirts lugging their heavy vocabularies around the local room. But they are getting fewer. And it was not one of their tribe who originated that mystic folk saying: The fewer the sooner! . . .

"Robert Louis Stevenson said that the man who knows what to leave out can find an Iliad in any daily newspaper. . .

"There is no standing definition of news. The thing called news is as eluisve as the thing called art or poetry. . .

"Some news writers use color. Their life is in color. Their danger is that they will go drunk on color. . .

"What did Wendell Phillips mean by saying 'We are governed by the penny newspaper'? . . .

Neither historian, poets, artists—nor news writers—can live and grow without passions, prejudices, preferences. They color—if they get by—if they live. Uncolored news is a myth. It is the equivalent of a breathing corpse."

Mr. Sandburg is the author of four books of verse, which are now required readings in numerous high schools and colleges, and have been translated in many languages. His latest book, entitled Rootabaga Stories, will be published this month.

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In writing ads, says a suggestion in a shoe journal, make each one like a flapper's skirt—long enough to cover essentials and short enough to be interesting.

High School and College Editors to Meet

Approximately 400 high school pupils, representing schools in 20 states, will attend the third annual conference of high school editors which will be held in Madison, Wis., December 1 and 2, according to Harold E. McClelland, university senior, and director of the Central Interscholastic Press association.

Directors of the association are: F. Marion Johnson and H. E. Birdsong, of the faculty, and Fred L. Kildow and McClelland, students.

Plans for the annual convention are in direct charge of Jerome O. Bjerke, general chairman. Delegates will be entertained during their stay in Madison, at fraternity and sorority houses. The annual banquet will be held in Lathrop hall, December 2.

Prominent journalists will address the delegates on special phases of the profession. Round table discussions, at which members of the faculty and journalism students will preside, will help the high school editors with their publishing problems.

An All-American secondary school publication contest, with entries from virtually every state, will be held in connection with the convention. Entries are divided into several classes based upon enrollment, placing competition on an equitable basis. Special awards will be made for the best newspapers and magazines printed in school shops. Magazine cover and cartoon contests also will be conducted.

The winners of the last year's publication contest are West High Weekly, Minneapolis; The Scout, Muskogee, Okla.; Senn News, Chicago; The Thistle, Toledo; The Weekly Manualite, Kansas City; The Black Hawk, Davenport; The Unionite, Grand Rapids, Mich., and The Cardinal, Milwaukee, South Division high school.

The official publication of the association, The Scholastic Editor, is sent to all members. Articles written by prominent journalists aid the staffs of member publications to issue better newspapers and magazines.

The association was organized in Madison two years ago in an effort to raise the standard of journalistic work in high schools and to give the pupils who are interested in journalism a better insight into the work that is being done at Wisconsin university.

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Journalism Night Class Begun in Oklahoma City

A night class in journalism has been started at Central high school, Oklahoma city, taught by Morrison R. Toomer of the Oklahoma News. Ten students are now enrolled.

In accordance with the plan of the night school, which is to give an opportunity to young people who are not able to attend regular high school, the class in journalism is expected to fit its students to begin practical newspaper work, Toomer says. Pupils enrolled in this course are mostly of high school age, he reports.

The Way the Journalistic Wind Blows

Recently the Fairport (N. Y.) Herald sent a questionnaire to all its readers. It wanted: 1, to get a frank expression of the value of the Herald itself as a news and advertising medium; 2, to learn the attitude of the general public toward the business houses in Fairport.

The complete list of questions involved were:

1. What news features of The Herald do you like the best? Front page general news of the Fairport Community; Correspondence from neighboring rural communities; Local personal items. "Neighborhood News"; Short stories; Church News; Editorials; Ladies' Fashions.

2. What improvements or additions would you suggest to any of these features mentioned above?

3. How many in your family are readers of The Herald?

4. Do you read the "Want Ads?" (Classified Advertisements).

5. Have you or any of your family ever bought or sold anything through the Classified Columns of The Herald?

6. Do you read the advertisements? Regularly? Occasionally?

7. Do you believe in the advertisements?

8. Can you specify any instance where you have found a Herald advertisement to be exaggerated or untruthful?

9. Are you attracted to Fairport stores by their advertising?

10. What stores in Fairport appeal to you most in their advertising?

11. Have you ever had occasion to complain about the way clerks or proprietors have waited on you or treated you? What stores?

12. Among the Fairport stores, where do you usually trade?

12. In any of the above lines (or others you may wish to add) do you feel you can do better by buying outside of Fairport? If so, please state in which lines.

14. Can you show by specific instances that prices in Fairport stores differ from those of neighboring towns?

Chief interest centered around question one. Forty-eight per cent liked best the front page general news; 56 per cent preferred the rural correspondence. Remember that most of these replies came from rural residents; 52 per cent declared themselves most interested in the local, personal or "neighborhood items." 12 per cent liked the short stories; 48 per cent gave church news the preference; 44 per cent placed editorials first. Not a single person expressed favorable interest in the department of ladies' fashions. This is not a regular feature, appearing only occasionally.

It is significant that 100 per cent declared they read the advertisements.

Here is editorial food for thought. It is well known that a pronounced trend toward church attendance and interest in church matters is manifesting itself. This then, necessitates featuring church news and activities of church societies. A splendid feature is a resume, in synoptical form, of the sermons from the various churches at the preceding Sunday services.

And editorials! Some editors give so little attention to this very important feature, yet 44 per cent of Herald readers expressed a preference for editorials. Punchy, zestful, common sense editorials will make reader friends. Don't lull yourself into a false security that you are "getting by" without a real editorial page. It is the all-important feature of your reading matter.

Every reply showed ads are read; that classified ads get the attention of every reader; that practically all believed what they read in the ads, though about 12 per cent frankly stated they could refer to instances where ads exaggerated or were untruthful.

Getting close to one's readers is good newspapering. Following out their suggestions, in so far as they result in good to the greatest number, and thereby delivering a paper that renders *permanently saisfactory service*, will keep any editor busy. And through this "busyness" he will reap the result, *permanently profitable patronage.*

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Journalism Taught in State High Schools by Oklahoma Graduates

A number of graduates of the Oklahoma school of journalism are now teaching high school journalism classes in schools in that state.

Miss Grace Clark is teaching in Duncan high school and supervising publication of the Duncan Booster. Vinson Lackey, who was a student in the school of journalism last year, is teaching journalism and helping with high school publications at Frederick. Mrs. Perry Endicott, is a teacher of journalism and English and supervises the Gold and Blue in Newkirk high school.

Miss Marguerite Streeter, is teaching journalism in Chickasha high school and sponsoring the Chickasha Booster. Miss Ida Salin Williams, is teaching journalism in Clinton high school and sponsoring the Whirlwind.

Enrollment has increased this year from 33 per cent in the larger classes to as much as 200 per cent in one small class in the University of Oklahoma school of journalism, according to H. H. Herbert, director.

Total enrollment in the school has reached 212. Late enrollments have boosted the figure from 181, which was previously announced, to 206.

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A World of Eyes and Ears

John Blake, special writer for the Milwaukee Journal, with rare visions, says that a newspaper multiplies, as many times as need be, the eyes and ears of its readers. It sees a revolt in Ireland, hears the clash of the weapons and the shouts of the contending troops, and a few hours later its readers see and hear them. It listens to Lloyd George in London, Gandhi in India, or Trotzky in Moscow, and its readers here the same voices as soon as the wires can transmit and the presses print them.

Newspapers really are hundreds of thousands of eyes and ears, on watch in every quarter of the globe for happenings which trained observers know will be interesting.

Wherever men are gathered together the newspapers are looking and listening, ready to tell their readers about it. Wherever big events are about to happen, the newspapers send eyes and ears to see and hear and tell to the readers as soon as presses can turn and papers can be distributed.

High School Journalists to Gather

Illinois high school journalists will assemble at the University of Illinois, Urbana, for the second annual conference of the Illinois State High School Press association, November 23, 24 and 25.

Organization of the press association took place last spring when over 200 high school editors and faculty advisers attended a conference here at the invitation of the University. At that time a constitution was drawn up and plans made which called for an annual meeting, to take place in the fall of each year, so that high school editors could profit by the conference in the publication of their papers during the remainder of the year.

Seven hundred invitations will be mailed out to high schools of the state, inviting representatives of each high school publication to attend the conference next month. Copies of the constitution have been mailed to all schools.

The Illinois teachers' conference and conference of high school superintendents will be held at the same time at the university. Over 400 are expected.

Included in the entertainment for the three day session, is a moving picture, a talk by a nationally known newspaper man, the annual journalism jamboree put on by the Sigma Delta Chi, honorary journalistic fraternity, and the Illinois-Ohio football game on Saturday.

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Interesting Journalism Session At Brookings

October 27, editors, business managers, and faculty advisors of South Dakota high school papers gathered at the State College of Agriculture in Brookings, to participate in a specially prepared program by the department of journalism.

Professor W. T. Kirkwood of the department of journalism, University of Minnesota, gave a very interesting address on "Is the High School Paper a Plaything?" The speaker made it very plain that the high school paper, if viewed in the proper angle by students, is a stepping stone to valuable experience in journalism. He bore down heavily on the necessity for editors and others participating in the editing and publication of such papers to take their work seriously.

W. C. Lusk, editor of the Press and Dakotan, Yankton, and vice president of the National Editorial association, spoke on "Opportunities in Journalism," and Prof. Joseph A. Wright, head of the department of journalism of the University of South Dakota, on "What Is School News?"

The high school people were guests of the college at a luncheon in the home economics dining room Friday noon, and attended a banquet in Wenona hall on Friday evening. They also inspected the college buildings, attended the chrysanthemum show and all "hobo day" events on Saturday .

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Seville, Spain, through a communication from the committee of the Hispanic-American Exposition, has sent a formal invitaton to the press congress of the world to hold its 1923 meeting in Seville. General opinion prevailing among members of the congress is in favor of going to Seville. In fact, the executive committee is carefully studying the subject.

Memorable Events in History of Notable Paper

Golden Anniversary of Wichita Eagle Is Further Memorialized by Dedication and Presentation of Fountain Where First Eagle Was Printed

By E. G. MYERS

LIKE the argonauts of old, Colonel Marsh Murdock, founder of the Wichita (Kansas) *Eagle,* came out of the east in 1872 and, after days of toilsome travel as only the pioneer of that day knew, stopped at a clump of sagebrush in what is now Wichita, the first city of Kansas. Colonel Murdock must have had keen foresight and unusual vision, because he never faltered from the day he arrived until his death, in the belief that Wichita was destined to be one of the important commercial centers of the west. He lived to see the city blossom forth as an industrial and residential oasis, and though he passed away some years ago, his two sons and daughter are carrying on where he laid aside the tools he loved so well.

Last April, the Wichita *Eagle* celebrated its golden anniversary by issuing a monster anniversary edition. It was one of the choicest bits of newspaper making it has been our good fortune to inspect. It is a far cry from the magnificent modern newspaper plant from which the *Eagle* is issued today, to the wagonload of equipment containing a Washington hand press and a few cases of type which were unloaded in Wichita fifty years ago. There is no more modern plant in the middle west than that of the *Eagle* today.

The history of the Wichita *Eagle* is a story of hard work on the part of Colonel Marsh Murdock and his wife, Victoria Murdock, as well as the labors of their two sons, Marcellus Marsh Murdock, the present publisher of the *Eagle;* Victor Murdock, who has been prominently before the public as a representative from his district in congress, and Pearl Murdock Eaton.

As a fitting memorial to the founder of the *Eagle* there was unveiled in Wichita on October 2, a beautiful memorial fountain, of red granite and placed at the curb at a spot which marks the site where Colonel Murdock founded the *Eagle* a half century ago. This was a testimonial by the employees of the *Eagle* to the love and esteem in which Colonel Murdock was held. On the fountain are two bronze tablets with the eagle emblem, and on the scroll underneath the emblem "The Wichita *Eagle,*" followed by this inscription in raised letters:

"At this corner Colonel Marsh Murdock established the Wichita *Eagle,* April 12, 1872. Erected by the Wichita *Eagle* and its employees, 1922."

The occasion of the unveiling and dedication of the fountain was a notable event in Wichita's history. Gathered around the spot where many pioneers of that old day when Wichita was only a meager village, and a large number of their sons and daughters and leading men of the Wichita of today. The mayor of Wichita accepted the fountain in the name of the city, and Sidney Long, manager of business and circulation for the *Eagle,* spoke for the employees in presenting the fountain to Marcellus M. Murdock, present publisher of the *Eagle.* Mr. Long feelingly referred to the love and devotion of the employees for the founder of the *Eagle,* and in a masterly address reviewed the incidents which culminated in the erection of the beautiful drinking fountain. In closing Mr. Long said:

"We are now pleased to turn this monument over to his son, Marcellus M. Murdock. It is with great love in the hearts of those employed in the arranging of this monument, and it is with deep gratitude that we all join in presenting this monument to you."

In accepting the monument from the employees and presenting it to the city of Wichita, Mr. Murdock reviewed the early history of the Wichita *Eagle,* the trials and tribulations that beset his father in keeping the paper alive and the bringing of it to its present prestige. Feelingly he spoke of the indominitable spirit that knew no disappointment and recognized no quarry, surmounting every obstacle in order to give to the west a representative heart-and-soul newspaper.

W. C. Coleman, mayor of Wichita, paid an eloquent tribute to the builders of Wichita in general and Colonel Murdock in particular in his speech accepting the monument for the city.

"We are all heirs of the work of those sturdy pioneers who were the builders of Wichita," Mr. Coleman said: "It is well that we pause to do homage to those tireless laborers who came out of the east and settled in the west with hopeful hearts and a vision of better things to come. It is because they held that vision so steadfastly in their hearts through all discouragements and vicissitudes that we are able to enjoy the blessings of today."

Mr. Coleman said that while he had not been a Wichitan in the early days, it had been his good fortune to know Colonel Murdock, and paid him a glowing tribute for his vision and his faith in that vision.

The mayor drew a word picture of the pioneers and builders of the early '70s coming to the early day print shop after weary and discouraging times as to a shrine and there take counsel and go forth with faces brightened with hope to lay the foundations of the Wichita of today.

Wichita is proud of its pioneers, Mr. Coleman continued and none stands higher in the esteem of the citizens than Colonel Murdock. Mr. Coleman said he had often asked Wichita pioneers who knew the founder of The *Eagle* well for their opinion of the man, Marsh Murdock. From these opinions the mayor found that the public confidence in Colonel Murdock was unsurpassed. No greater compliment could be paid a leader, Mr. Coleman declared. Others remembered Colonel Murdock as the "wildest dreamer of his day," but when questioned closely admitted that even his wildest dreams have been realized.

"We should be glad for these markers of historic spots in Wichita linking the past with the present," the mayor concluded. "I am glad to accept this monument to Colonel Marsh Murdock and The *Eagle* for the city of Wichita, and in doing so I recall that one of the last things Colonel Murdock urged upon the people of Wichita was loyalty to law and law enforcement. That was another day but the need for that same loyalty to law and law enforcement is still present."

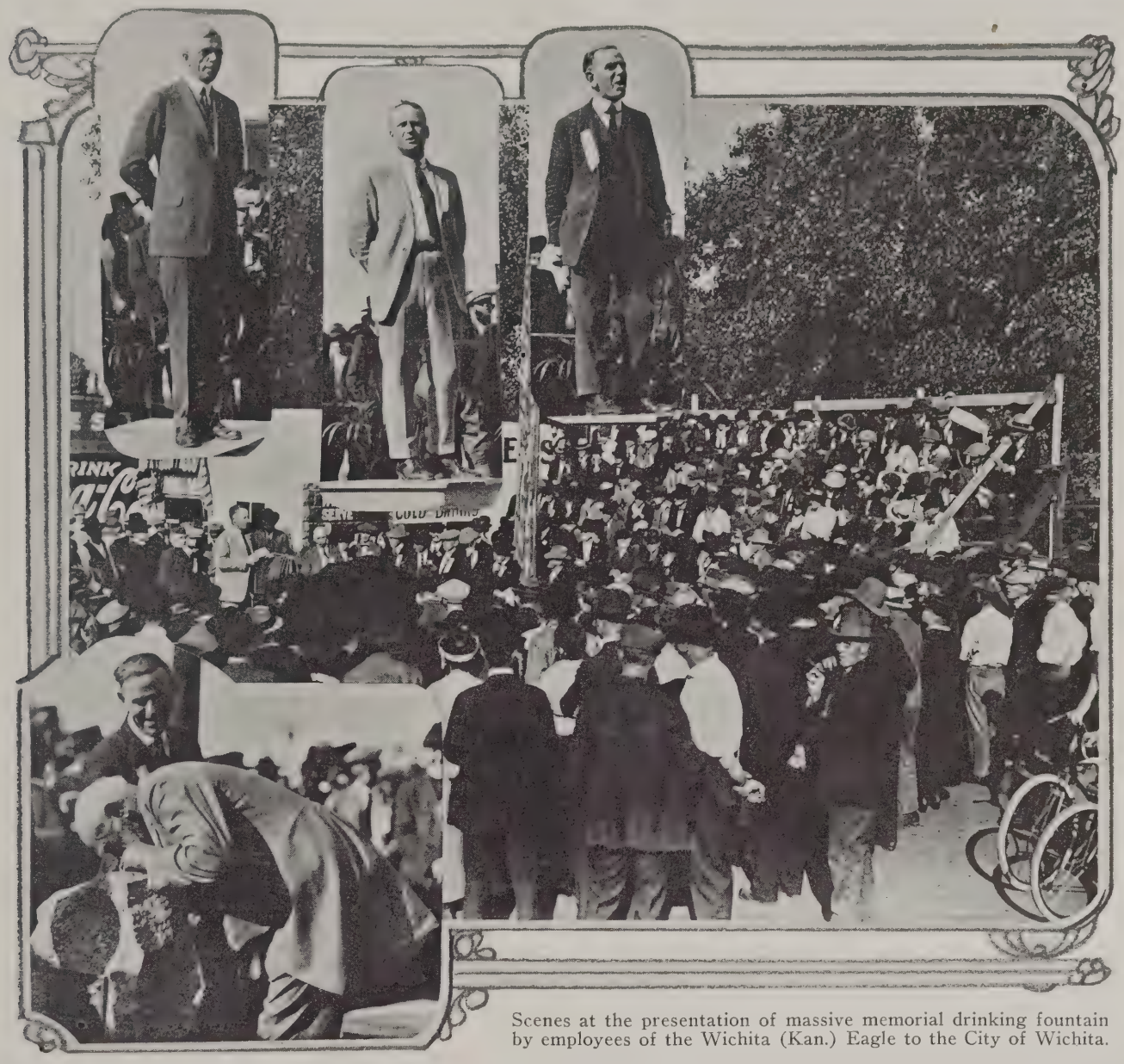
Yesterday Today Tomorrow

Fifty years ago my father saluted his fledgling newspaper's prospective readers — a few hundred plainspeople sprinkled about the enchanted fork of the Big and Little Arkansas rivers—and plighted his troth to them through prosperity and adversity; — prophesying and promising performance in raising a towering city on the site of their beloved hearthstones.

Today, we his issue extend our greetings to more than two hundred thousand readers of The Eagle and repledge our faith in the principles of equity, justice and the righteousness of progress laid down by its founder; — rededicating the minds and souls of the blood of his blood to the same high and yet practical purposes. With vision only less prophetic because of more certain foundation, we see fifty years hence a metropolis of a half million people on the alluvial banks of these converging streams.

Tomorrow — in *1972* — it is our earnest prayer and no less our belief that The Eagle readers of that day — a million perhaps — may in truth give acknowledgment to our son and grandsons of the fulfillment of these things and by these accomplishments justify a still greater promise for this beloved city when the old world slips into its twenty-first Christian centenary.

—*Marcellus Murdock.*



Scenes at the presentation of massive memorial drinking fountain by employees of the Wichita (Kan.) Eagle to the City of Wichita.

Poland May Become Paper Trade Center

That Poland possesses the necessary forest resources for the development of an important paper manufacturing industry is the substance of an article in a recent number of The Gazeta Warszawska.

Poland possesses between 36,000 and 37,000 square miles of forest land, which is practically the same as that of France and about two-thirds of that of Germany.

At present Poland has 17 pulp and paper factories, 12 of which are located in former Congress Poland, three in Galicia, one in Poznania and one in Volhynia. In addition there were two factories in Galicia which were totally destroyed by the invading armies during the war. In that part of Upper Silesia awarded to Poland there are two pulp and paper factories and two cellulose factories. In the remainder of Poland there is at resent only one cellulose factory, located at Wroclaw.

The total amount of paper produced in Poland was 24,000 tons in 1920 as compared with 62,000 tons in 1913. This production was reduced because practically all of the pulp and paper factories were partially destroyed during the war and since have been partially restored only with the greatest difficulty.

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Short-Paid Packages Postal Ruling

The third assistant postmaster general is sending out a letter giving notice that some news agents and dealers are mailing to publishers and other news agents packages containing the covers, headings, or other incomplete portions of publicatoins with postage prepaid at the transient second-class rate.

Such packages weighing 4 pounds or less are properly subject to postage at the third-class rate, while packages more than 4 pounds are subject to the fourth-class zone rates. (See par. 7, sec. 446, and par. 7, sec. 463, Postal Laws and Regulatons.)

Use of Waste Paper Helps Save Forests

More than 300,000 acres of timber in the United States have been preserved this year for the future by the use of waste paper in the manufacture of new, Crellet Collins, president of the Book Paper Manufacturers' association, told the members at their meeting in Chicago recently.

"The shortage of waste paper in the United States today is more than a business problem of the paper industry," he said. "It is a conservation problem, involving the forests of the entire country.

"Every ton of waste paper used by paper mills means just so much of our forest resources saved for the future. Taking good pulpwood land as an example, it can be said that the use of six tons of waste paper is equal to saving of one acre of timber from devastation. This is no small matter when it is considered that the paper industry will use in 1922 nearly two million tons of waste paper."

Country Newspapers Organize to Handle Advertising Direct

WHAT will in all likelihood develop into a new deal between the country newspapers and national advertisers culminated in a meeting of a group of publishers in Chicago on October 2, at which an organization was effected to be known as Country Newspapers which will be incorporated as soon as the proper papers can be drawn.

The new association will be co-operative, and its membership will comprise weekly and semi-weekly papers representing the entire country. The object of the association will be the direct solicitation of national advertising. Offices have already been opened in New York at 141 West Thirty-Sixth Street, with Thomas McGinnis in charge, and also in Chicago at 837 Marquette Building, which office will be under the direction of W. S. Grathwohl.

Indicative of the interest manifested in this new association, is the announcement by Herman Roe, publisher of the Northfield (Minn.) *News,* who is president of the new organization, that already a pledged membership of 7,000 is on the rolls.

The executive committee, in addition to Mr. Roe, consists of O. J. Benjamin, publisher of the Nevada (Ia.) *Journal,* an active figure in advertising club work of his state; Irl H. Marshall of the Mendota *Sun-Bulletin,* chairman of the advertising committee of the Illinois Press association; James B. Haskins of the Howard City *Record,* field secretary of the Michigan Press association; and John A. Kuypers of the DePere *Journal-Democrat,* president of the Wisconsin Press association.

President Roe was formerly for four years executive secretary of the Minnesota Editorial association and is now president of the Minnesota Select List of Country Newspapers, Minnesota vice-president of the National Editorial association and chairman of the N. E. A.'s advertising committee.

While much has been said in the past few months regarding the activities of this organization no detailed explanation of just how the organization is to function, or an outline of its objects has been available. Mr. Roe has been kind enough to give us all the details which are as follows:

"During the past year a plan for organizing country newspapers into a national co-operative association for the purpose of securing national advertising has been under consideration by a number of publishers in middle west states. Several factors have been responsible for bringing such a project to the front and now that recent events indicate that efforts are being made to launch a number of lists of country newspapers—to be owned, controlled and managed for profit by individuals not in the publishing business—a situation has developed that calls for some definite action.

"To discuss this situation and to consider the advisability of launching such a co-operative advertising association, a meeting was held at Sioux City, Ia., on March 24, 1922, at which publishers from Iowa, Minnesota, Nebraska and South Dakota were present. After careful consideration of all phases of the situation a temporary executive committee was elected to investigate the matter further. This committee sent a letter to the publishers of country newspapers in the middle west states outlining the plan and inviting their co-operation. The response was so favorable that another meeting was held in Chicago on August 26, where it was decided to perfect a national organization.

"Publishers will be organized by states, each state to name a member of the board of directors, the directors from all the states to form an incorporated national organization. Executive officers and a central board of managers will be elected, charged with the responsibility of making arrangements for offices in New York and Chicago through which the business of the association will be conducted.

"To finance the association through the organization stage a membership fee of $10 will be charged all papers with a circulation of more than 1,000 subscribers and $5 to papers whose circulation is under 1,000. Our view is that country publishers who have urged their farmer subscribers to organize co-operative selling agencies as the solution of their marketing problems will be eager to support a similar agency of their own. We anticipate such a hearty response that the low membership fee decided upon will bring in sufficient funds to cover the expenses connected with perfecting the organization.

"To finance our own co-operative association, which is to act as our representative in the centers where orders for national advertising are secured, it is proposed that the members be charged a commission of 15 per cent on the business secured. After paying expenses any surplus accruing would be returned to the members in the form of dividends, based on the amount of advertising secured for each paper.

"The competition between the different advertising media for national advertising is growing keener every year. Publishers of dailies, magazines and farm papers are organized and are aggressively soliciting this business. It now remains for the publishers of country newspapers—recognized as the most effective advertising medium because the community newspaper comes closest to the consumer—to perfect their own organization and to offer the advertiser such service that the logical drift to the country press will be hastened.

"We should have one large, dominant, *co-operative* association of country newspapers, free from all entangling alliances."

Mr. Roe, who spent last week in New York explaining his new organization to advertising agency heads, stated to *Editor & Publisher* that the idea of the publishers of the small papers handling their own advertising had been most encouragingly received, especially on the part of the American Association of Advertising Agencies. A directory of circulations and rates of 7,039 weeklies and semi-weeklies has been issued by the association. The total circulation represented is 7,939,439.

Wake Up!

A man 40 years old who has fairly leaped ahead during the past year in the big organization with which he is connected, was asked why he had gone ahead so rapidly in one year and had moved so slowly during the previous years.

He smiled rather ruefully and replied: "I started to work for this concern when I was a youngster. I felt that I had plenty of time to settle down, so I did the work that was expected of me and nothing more.

"About a year ago, however, I overheard a couple of young college men in the organization refer to me as Old Blank. One of them said to the other, 'One thing is sure; when I am 40 years old I don't want to be pottering around like Old Blank. He has been standing still for over a dozen years.'

"Right then and there I woke up. I realized that I was 40 years old and that during the next ten or fifteen years I'd have to do things if I ever was going to do anything.

"That's the whole explanation. I woke up, that's all and went to work. Fortunately I hadn't weakened myself by dissipation, so after I got my unused mental muscles exercised a bit I had no trouble going ahead pretty fast."—Tom Dreier.

Working Up Business for High School Annuals

By A. S. HILLYER
Sunnyside (Wash.) Sun.

EVERY high school student body during the month of September begins to lay plans for their high school annual, and every year the question comes up, "How are we going to finance it?" Merchants are not as anxious as formerly, because it has been a slow year; and we have had the coal and railroad strikes to make matters worse.

We had two annuals last year. The question the *Sun* will have fired at it, from every nook in the state, will be, "How do you do it?" Here are some of the methods we use.

First: Take time at all times of the year to talk to the students when they come to your office for advice, even if its only on a football ticket or play. They will then make your office a clearing house, and the average boy and girl will appreciate your interest. Give them ideas, suggest this or that as a better way to make money.

Second: Make them feel at home. Give them a chair or some paper, as you would the leading merchant or banker, and they will quickly realize you are interested in their welfare and will commence to feel at home and willing to tell you what they are trying to put across. They are new to the game, and the printer should know how to handle them the same as when he steps into the business man's office after printing or ads.

Third: What stunts can the printer suggest to help make money for the high school annual? First: Tell them who to write to for their engravings. Be sure to mention every firm and tell them the reason for doing so, namely so they can examine for themselves all the contracts. Never get engravings for the school—let the student body sign the contract, designate the size, and what they want. But, tell them to wait until their advertising solicitors have gone around so as to have some idea of the local merchants' support. Then order cuts according to their advertising.

Fourth: Get an early start in school by signing up all the students for the annual. Charge $1.50 or $2.00, or more if necessary, but get $1.00 from the student as he or she signs up and the balance when you deliver the book. This is one of the hunches the printer gives to his callers.

Fifth: Get suitable dummies from your wholesale paper house and present them to the students, and if it's a new set of officers, help them improve last year's book or suggest some way of making it different. Keep off sepia paper. By cutting this and that, show them ways in which they can perhaps save money.

Sixth: Let them get out an issue of your paper, say some time in March or April, when advertising in your locality is at a low ebb. Every year we let the students get out a "Sun Edition," and they generally do well. The faculty and the merchants help and the annual staff has full charge. Get the staff together and assign them to a job, as you would reporters on a daily. Let some one take care of locals, churches, athletics, clubs and lodges, automobile news, etc. Have someone write stories you have overlooked—the oldest man or woman in town, first settler or mayor, who was on the first council, first church or lodge, and a score of other items not covered; or if they have, they have been forgotten. Pick the advertising girl or boy yourself for that's the real job in getting out the local paper by the students. Have them come in and tell you the obstacles and advise them how to get around them. In 1921 the "Sun Edition" netted the students $109.50, and in 1922 it netted $101.50. The students prepare all copy and collect the money for the ads. The printer just charges actual expenses for publishing of the issue and keeps all foreign business and professional columns as well as classified ads apart from the proceeds of the paper.

Seventh: Get the merchants together, and if they do not want to carry large ads, in the high school edition of the paper, or believe the annual would be better without any advertising, let them give a donation that would cover the size of the ad they would carry or what would be necessary to successfully finance the annual. This way the annual would be a third less in pages, and not cost as much to produce. The engravers bill would be about the same but the printers bill smaller.

Campbell's Athletic Advertising

An innovation in athletic advertising is found in a service originated and now being marketed by the Campbell Printing company of Des Moines, Ia. Placards and posters, in strikingly beautiful colors, illustrated with "action" pictures are offered to printers in lots of 25 up, at a very nominal price. All the printer has to do is set the text matter and print in black in the open space for the purpose; or he may send his copy and have the work done completely by the Campbell company. All athletic subjects are covered, such as baseball, football, basketball, track etc. The placard and posters are 14x21 inches in size. They afford a splendid means for remunerative business to printers in any city or town, and permit of handsome profits on each order.

The Canadian Marking Act

The attention of our members is called to the following amendment to the Canadian customs tariff act: On and after November first, printed and lithographed matter of all kinds, including books and pictures and also wooden or fibre lead pencils, imported into Canada, must be stamped in such a manner as to indicate the country of their origin. Regulations to this effect have been passed by the Government, as provided for in the last session amendment of the Customs Tariff Act. In other words, on every piece of printing going into Canada from the United States, the words "Printed in the U. S. A." must appear; also on every container no matter of what description.

Department of Newspaper Criticism

Publishers and editors are invited to send to the National Printer-Journalist, Montgomery Building, Milwaukee, Wis., copies of their newspapers for constructive criticism. This department aims through intelligent, honest review to be helpful in improving the typography and general makeup.

MISSOULA (MONT.) MISSOULIAN.—N. E. A. edition is a fine example of thoughtfulness injected into special edition publishing. Bound in regular book form and issued on a magazine basis, your souvenir edition presents new possibilities to the small town newspapers. From cover to cover the edition was well handled. Feature articles show care in their preparation and from a historical standpoint the issue was most interesting. Special edition work of this kind demonstrates as nothing else possibly can, the desirability of carrying display type on composing machines. In any event, in special editions, beauty is enhanced to a much finer degree of pleasibility if type faces used in the display ads are confined to several desirable series.

★

WAYNESBURG (PA.) MESSENGER.—A very good first page makeup, except that so much condensed gothic is used for heads that it has a tendency to make the first page rather spotty. Suggest trying out a phatter face in caps and lower case, for heads; 18 and 24 point Cheltenham old style is particularly desirable. At least two leads should be inserted above and below each sub-head in the body of the news. Advertising is fairly well handled, though its attractiveness would be enhanced by using white space more judiciously. Business and professional cards would appear to better advantage if each were enclosed in a plain one point border. Packing and tympan on press should be replaced at least once a week so as to assure a perfectly printed paper. Except for the mechanical details enumerated above, the Messenger compares favorably with papers in other towns the size of Waynesburg.

★

CORNWALL (N. Y.) PRESS.—Good first page make-up, though all the "variety" is spread over the top portion of the page. A wider distribution of feature articles and a more generous break-up of the columns makes for a greater reader interest. Your large heads are in very good form, and it is suggested that if the first three lines of condensed caps give way to 24 point caps and lower case of the Cheltenham old style you would be gratified at the result. Advertising is well handled: suggest a closer bunching of related units and a more judicious use of white space. All in all a compact, newsy newspaper.

★

FREDERICK (MD.) NEWS.—Too many large display heads are confusing and uninteresting. Short articles dropped at the head of some of the larger single column stories to force the heads away from the others of like nature and bring them more into the center of the page would relieve the situation. Ads are unusually well handled and make-up throughout is very pleasing considering the fact that so little space is available for news purposes. Acquainting local associations such as the Rotary club with the problems of newspaper making, such as you are doing, is a new idea in publicity and should be a good factor toward engendering good will.

HARVARD (ILL.) HERALD—New style of head treatment an improvement. General appearance of your paper is very pleasing. One of the best papers coming to our desk. Use of borders of more varied designs on advertising would be a desirable improvement. Typography of advertising is generally good and shows that you put real thought into its preparation.

★

STUART (FLA.) MESSENGER.—A nice little five column paper. It is well edited and well made up, though the composition of the display advertising is too much the same and does not give the individual advertiser a fair "shake." Studying the typography of other successful newspapers, for instance, the Wayne (Nebr.) *Herald* will give you some inspirational ideas.

When in need of
furniture of quality
at the right price come to
S. E. COATS
The Furniture Man.
Announcing the arrival of our
New Fall Styles
in Men's and Young Men's
Caps and Sport Coats
FOGARTY'S
MENS WEAR SHOP
We are showing a very nice line of
Novelities and Lingerie
such as Camisoles, Envelope suits
Fancy Bloomers, New Garters, collar sets Brazziers, Barrets, Ear rings, Ladies Wool hose, Fancy Turkish towels, Vestes, Breakfast caps, large and small middy ties in colors. Fancy crib Blankets Water Proof Baby Panties, Stork cloth.
We have a few of the wool middys left yellow and rose at 3.75 yet
Misses Flapper Dresses age 12 14, 16
Remember our Silk Hose at $1 00
Good variety of Silk and wool yarns, just right for the new sweaters Come in
J. B. GILLAM
They Are Always Fresh an Crisp at Our Store
When you want something dainty, crisp and light come in and see the delicious crackers and cookies we hav. They are made by expert bakers. Try them.
Give us your grocery order today
Trade Here and Save Money
O. D. LAMBERT & Co
The WEEK'S DOINGS
CITY NEWS
Mrs. Rex Dunning returned to her home in Grand Rapids, on Monday of last week after a two visit with her cousin Mrs. Chas. Magber and family.
Mr. and Mrs. Don Wetherby, of Kalamazoo, have moved to White Pigeon, and moved in Mrs. Charley Midley's house on Chicago Road.
Mr. and Mrs. Sanford Clymer and family have moved to Three Rives where Mr. Clymer is employed in the office of the Eddy Paper Co.
Mr. and Mrs. Phil Cady and son Jack spent Sunday in South Bend with Mr. and Mrs. Vern Bidlack.
Mrs. Roy Barber and son Roy Jr. have returned to their home in Kankakee Illinois after Spending several weeks with Mrs. Newton Gilmore and other relatives.
Fri and Mrs. Scott Stretch have returned from a visit with friendsin Central Illinois.
Mr. and Mrs. Peter Summers, of Lexington Ill., and Mr. and Mrs. Vern Varcier, of Meadows, Ill ,were guests to Mr. and Mrs. Scott Stretch last week
We know the beautiful home shown on the front page appeals to you, The White Pigeon Lumber Co., will gladely furnish you with plans and estimates of this or other designs without cost or obligation.
Mr Walter Probst, of South Bend has been spending the weekend with his parents Mr and Mrs. John Probst, and family.
Mr. Claude Kramer, came Sunday evening from Joliet to spend a few days with his parents Mr. and Mrs. John Kramer before attending his college duties at Ann Arbor this year.
Mrs. Leland Reed and Mr. Mrs. Howard Reed, of Bristol, Indiana, were calling on friends in town Sunday.
Miss. Gertruce Reed left Sunday for Chicago, to take up teaching.
Mrs. Carrie DaHaven, of Sturgis spent the week end here.
Mr Harry Huffman, made a business trip to Constantine, Friday.
Mr. will Rice left Sunday for a business trip through the east.
Mr. Rush Smith, of Bronson, made a business trip here Saturday.
Announcements have been received from Glenwood Maryland of the marriage of Miss Clara Voeberg, the the well known domestic science teacher here last year.
Don Woods left Sunday, to resume his college work at Cornell University for the coming year.
There were fifty eight present at Sunday school at the Blue school house Sunday. A very interesting talk was given by Rev. Fike, of Middlebury, which was enjoyed by all.
Mr. and Mrs. C. A. Klick, and Mr. and Mrs. Bear of Elkhart and Mr. and Mrs. Frank Rebstock, of Sturges, Mr. Mrs. Art Smith, of Three Rivers and Mr. and Mrs. Gerrge Trusel of Shipshewana, were guests of Mr. Mrs. William Klick Sunday.
Sam Gillis has gone to Chicago to buy new goods for the Chicago Bargain Store
Mr. Fae Driesbach returned to this place Monday from Kalamazoo where he has been visiting his son Mainard Driesbach
Mr. Driesbach is spending a few days with his sister-in-law Mrs. F. C. Driesbach before returning to his home in Orange, California.
Mrs. Charles Buchanan spent a few days last week in Constantine calling on frieds.
It is safe for a man not to sleep when working at the mill.
Roy Gardner is visiting at Fort. Sage Senter.
Will Buchanan of Elkhart called on his mother, and saw his fellow comrad over seas' Delvin Hendricks.
Harvey Kuhn was taken to the hospital in Elkart, to have his arm burst at the paper mill, cared for.
Mrs. Lucy Oilers has been quite sick the past week.
Miss Susie Steininger of Sturgis spent Thursday of last week with her Aunt and Uncle, Mr. E. O. and Miss Amelia Steininger. They were callers at Constantine one day during the visit of Miss Steininger.
Frank Kuhn and Mrs. Edna Nelson were married at Elkhart, Saturday, Sept. 16.
Mrs. Harlow Hobson and daughter Maxin of Elkhart, were guests of Mrs. Rose Atwater last Wednesday
Mrs. M. F. Dolston came in the office last Saturday and left a large dish of large luscious grapes for Mrs. Lowman.
The lunch counter at the Leader hotel is now open for business. No meals will be served, but qui k service will be given to light lunches.
BEE SALE.
I will sell at public auction, on my premises South of the depot, near the paper mill, Sat Sept. 30, 13 colonies of bees, all in double hives and well fed up for winter. The county bee inspector will be present to inspect every hive sold.
R. R. Frank, Auct.
Frank Vasgilder, Prop.
NOTICE
For winter use, Idaho rurals, Cobblers and Michigan Green Mountain Potatoes. Place your order with wilke the Coal Man.
NOT CE
Leave your orders for all kinds of High grade domestic coal with Wilke the coal man. Quality and price guaranteed.
STATE OF MICHIGAN.
The Probate Court For The County Of St. Joseph.
At a session of said Court, held at the Probate Office, in the village of Centerville, in said county, on the 2nd day. of September A. D. 1922.
Present: Hon. William T. Langley, Judge of Probate.
In the Matter of the Estate of John Kneibebler, Deceased
Frank D. Kneibebler having fil d in said Court his petition praying that his final account as administrator with the will annexd of said estate be allowed; that the residue of said estate be assigned and distributed to and among the persons entitled thereto; that upon filing receipts from the persons entitled thereto, he may be discharged from his trust and bond and letters canceled.
It is ordered, that the 2nd day of October A. D. 1922, at ten o'clock in the forenoon, at said Probate Office, be and hereby is appointed for hearing said petition.
It is further ordered, That public notice thereof be given by publication of a copy of this order, for three consecutive weeks previous to said day of hearing, in the White Pigeon News, a paper printed and circulated in said county
William Langley,
Judge of Probate.
A true copy
Florence Senf,
Probate Register
The bookmaker drives a horseless carriage because the odds bet him on horses.
It is easy for all to reach a high station in life at the present price per gallon.
On the other hand, wouldn't a photo sent by radio give one that faraway look?
Many who are shy of blue sky bonds still believe what they read in the
As long as hats have to be thrown into the ring politics will strike the women as needlessly extravagant.
The reason why some women seek divorce is that they prefer regular alimony to an irregular allowance.
Dark-eyed women marry first, on an average, it is claimed. It's harder to see 'em coming—especially in the dark
Camel Cigarettes 15c pkg
A complete line of all the leading brands of cigars and cigarettes.
"Mary Wayne" Choclates
REED'S
PRICE and QUALITY
We are leaders of Low Prices, but we never sacrificed Quality.
We also lead in prices paid for produce. Fruits and Fresh Vegetables in season
Exclusive Dealers In
Chase and Sanborns Teas and Coffees
French's White Lily Flour Murrays Flavoring Extrcts
Fleischmans Yeast Churngold Oleo
DO THIS
Telephone no. 45 when you are in a hurry for your groceries. Call in and see us when you have time.
SPECIAL SAT. SEPT. 23
10 lbs Sugar .71c with each $1.00 worth of other groceries
RED FRONT GROCERY
and MEAT MARKET
THE STORE THAT SAVES YOU MONEY
C. R Johnson PHONE 45 Chas. Sisson
TO MERCHANTS
Buy Your Matches Direct From Factory To You AT HOME
Eliminate The Middleman
BUY USING THE FAMOUS
STAYLIT RED SEAL WINNER Brand
H. N. BEISEL, Box 202 White Pigeon
Bargains at the 5 an 10c store
A NEW line of GOODS in
Dress Aprons .75, .80 1.00 an $1.75
Mens Blue Shambrey shirts .69c
Kahki shirts 75c Overalls Blue deming
Hic0ry strip, wabash strip 95c. BOys Overalls with bibs 50 and 55c
Unionalls 65, 70c Lrg clothes bskt 80c
M. A. Lambert & Co.
STOP WORRYING
about the high cost of fuel when you can burn Kerosene so economically and conveniently.
Can be installed in any cook stove or range in and hours time, and eliminates all the dirt an drudgery connected with the burning of wood or coal.
To see this wonderful heater in operation means to want one. See it at A. Erbe's residence or phone 88
ERBE & BAKEMAN

EXAMPLE of "hit and miss" style of display ad typography that is too common among our country weeklies. It would be almost impossible to conceive of a larger number of faces of type being used, or less thought in preparation of copy and in composition. There is but one verdict in reference to advertising handled after this fashion: It will not pay the advertiser. And when advertising does not pay, the publisher loses. Studying the advertising of the better newspapers is the best pastime any country publisher can engage in.

LAWRENCEBURG (KY.) NEWS. — Believe you would be well pleased with the result if you would set news composition on an 8 point slug. Certainly the composition should not be larger than a 9 point slug. Too generous an array of the plain black rules for borders on ads has a tendency toward sombreness. Packing and tympan on the cylinder and a readjustment of the rollers to a more even inking would make for improvement in the appearance of your paper. Sub-heads in conjunction with the 8 point display heads are too small by comparison. This condition will be relieved by setting the 18 point in caps and lower case rather than in all caps. Generally the paper is well made up, having a good editorial page and features are carefully selected.

★

THE BIWABIK (MINN.) TIMES.—Potato Show edition a fine example of newspaper enterprise as well as a splendid bit of newspaper making. Editorial page is particularly pleasing; make-up of first page is very good, except that more heads of a larger size nearer the bottom of the page would make it more interesting from the reader standpoint. Advertising is well handled, showing better than the ordinary care in its preparation. Running two pages edited by Biwabik schools is a novel idea and very unique. We believe it is a good means for engendering good will among the younger element who will later be your subscribers.

★

MCLOUD (OKLA.) MONITOR. — Without going into detail regarding the Monitor we believe the editors would secure some mighty fine ideas regarding typography and make-up for a country weekly by securing a few copies of the Wayne (Nebr.) Herald. Anything that is worth doing at all is worth doing well and we who are in the newspaper business should always bear in mind that the time is past when the newspaper reading public is tolerant. The best newspaper making of which we are capable is in order, and we should all strive to issue the best papers possible.

★

NORTHFIELD (MINN.) NEWS. — Herman Roe is nothing if not resourceful. Anticipating the fall elections he runs a two column display ad among a lot of the advertisements of candidates for office, in which the inimitable Hermann says: "The Northfield *News* is a candidate for your printing orders and advertising." Mr. Roe is one of the active newspaper publishers in nthe United States and is doing some mighty fine work in organizations of which he is a member. Just now he is particularly active in promoting the co-operative idea whereby country newspapers will deal through an association of their own for national advertising.

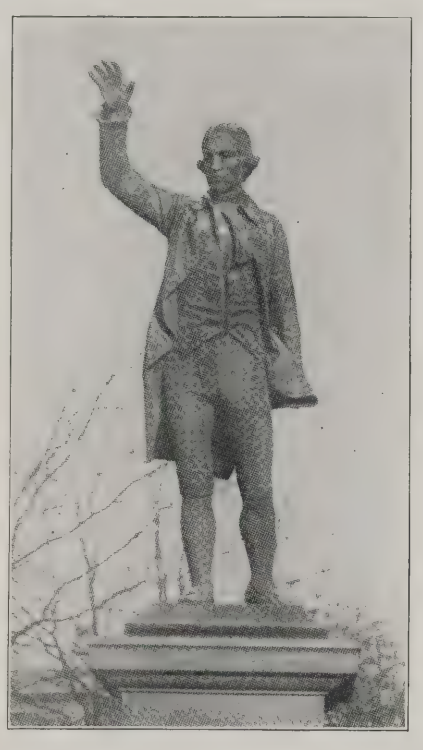
★

BURLINGTON (WIS.) DEMOCRAT. — Here again careful attention to every phase of newspaper making is demonstrated in the finished product, which is a newspaper par-excellence. Editorial page is particularly interesting and pleasing. Make-up is in good taste, and head treatment is particularly pleasing. Typography of advertising and its arrangement on the page is in excellent form. Many small town publishers would benefit by inspecting issues of the *Democrat.*

Immortalizing Burke in Bronze

From time immemorial, it has been the custom in some of the older governments to divide the population into classes in respect to political rights, the classes being designated as "estates." The "estates" have been the nobility, clergy and the people. In this country, where class distinctions are not made politically, little is ever heard of the three estates. However, the term, "fourth estate," is comparatively common, especially among the newspaper gentry, who recognize it as designating their vocation.

In Thomas Carlyle's fifth lecture on "Heroes and Hero Worship," Edmund Burke is quoted as saying: "There are three estates in parliament, but in the reporters' gallery yonder there sits a fourth estate, more important far than they all."



The Statue of Edmund Burke for Washington, honoring the Godfather of "The Fourth Estate."

Edmund Burke was probably the most brilliant British writer of his time. Even the hectic journalism of the present day can look back with full appreciation for the genius and ability of the author of "Conciliation with America" and the originator of the metaphor "the fourth estate," now synonymous with the profession of journalism.

It is to his championship of the rights of the American Colonies that Burke owes most of his fame, and it is to memoralize him as a friend of Anglo-American unity that the Sulgrave statute is to be dedicated. Singularly enough, the unveiling will take place under the administration of a President of the United States who is himself a journalist of renown and an active newspaper publisher, which further brings home the significance of the ceremony a matter of newspaper interest.

Burke was born in Dublin, January 12, 1729, and was graduated from Trinity College in that city in 1748. He studied law, but his talents led him into the field of literature, and he first attracted notice with some of his earlier writings in 1750. His first speech as a member of parliament was made sixteen years later, and from that time until 1790 he ranked among the dominant personages in the Whig party.

Speeches and pamphlets prepared by Burke during his career as a statesman are used in universities all over the world to this day as standards of excellence, because of the quality of their logic and the splendor of their diction. His works are considered even today the most striking and suggestive manuals of political philosophy of modern times.

In his "Works and Correspondence," which appeared in 1852, these masterpieces and other miscellaneous writings are contained. Aside from his speeches his most important works were "A Philosophical Inquiry into the Origin of Our Ideas of the 'Sublime and the Beautiful,'" "Reflections on the French Revolution," and "Letters on a Regicide Peace."

"Conciliation with America," he delivered on the floor of parliament in 1775. In 1782 and 1783 he became paymaster general and privy counsellor, and during that time conducted the famous impeachment of Warren Hastings. He resigned from parliament in 1795. Publication of his works with his approval began in 1792 and was completed in 1827, thirty years after his death at Beaconsfield, England.

✠

COLUMBIANA (OHIO) LEDGER.—8 point solid or 8 point on a 9 point slug will make a much more pleasing newspaper from the readers' viewpoint than 8 point on a 10 point slug. Tendency toward boldness in display advertising in your paper by using too many bold face types. Suggest lighter faces and more generous use of white space, especially between borders and type. Where space permits you will find it very pleasing to use at least 18 point of white space between border and type.

★

DENISON (IA.) REVIEW.—Farm features and farm news carried in connection with a section of the paper advertising farm sales is a commendable enterprise. Farm sale ads show unusual care in their preparation and composition. They are way above the ordinary. Review from every standpoint of newspaper making bears the earmarks of careful attention to every detail. Other papers would profit handsomely by copying some of your ideas, especially the want ad page.

Intertype New England Office

The Intertype Corporation announces the opening of a new sales office in Boston, in the Massachusetts Trust building, corner of Federal, Franklin, and Devonshire streets. F. H. Dunham, New England representative, will be in charge. A Model S-s. m. Intertype has been placed on exhibition. No stock of supply parts and matrices will be carried in the Boston office. The Intertype Corporation requests that orders for such material be sent to the general sales offices, Brooklyn, as heretofore.

Intertype customers and other friends throughout New England are invited to call at the new office at any time.

ASSOCIATION ACTIVITIES

Inland Press Has Rousing Meeting

Two of the outstanding things stressed during the gathering of the Inland at its meeting in Chicago, October 17 and 18, as shown by careful investigation by committees, are that composing room costs have mounted to a higher degree than ever before and that while advertising within the association decreased 8 per cent, consumption of print paper increased 15 per cent.

The Inlanders went on record through a formal motion as being unalterably opposed to any audit of "free circulation" by the Audit Bureau of Circulations.

Three new members, the Sault Ste. Marie (Ont.) *Star,* Paducah (Ky.) *News-Democrat* and Faribault (Minn.) *News* were added to the roster. It was announced that the organization now is the largest regional association in the United States and Canada.

President Frank H. Burgess presided at the opening session October 17. Following roll call at which each member present rose, gave his name, the name of his paper and a brief resume of his successes or troubles, there was a business session and election of new members followed by reports by standing committees. Guests were then introduced, including the visiting officers of the Southern Newspaper Publisher's association.

Past President John Sundine led a discussion of the A. B. C. meeting held in Chicago recently, as it affects the newspaper publishers. The report of the composing room survey committee was next in order. This committee was composed of G. H. D. Sutherland, Ludington, (Mich.) *News;* B. F. Pinkerton, Monmouth (Ill.) *Atlas,* and B. G. Oates, Clinton (Iowa) *Advertiser.*

The present heavy consumption of newsprint was then outlined in the report of E. P. Adler, chairman of the print committee of the Inland and of the A. N. P. A.

At the afternoon session income tax reports, activities of the Southern Newspaper Publisher's association and the American Newspaper Publisher's association were discussed until time for adjournment.

The second day's session opened at 10 a. m. with the reading of an interesting report on the print market from the viewpoint of the manufacturer, by R. S. Kellogg, secretary of the Newsprint Service bureau, New York. His report was labeled "Newsprint Facts." Newsprint importation of 135,000 tons from Europe in 1921 has fallen away, the speaker said, and new mills and additions in the United States and Canada will go into operation next year with a capacity of 600 tons daily.

"We are in another period of general business increase," he said. "This means increasing production costs and rising commodity prices. Advertising agencies report great increase in advertising budgets for next year and that a large proportion of the total will be spent in the newspapers. The increasing tendency of large advertisers to depend upon newspapers for the maintenance and extension of their markets is shown by the fact that while total newspaper advertising in the leading cities so far this year has been 6 per cent less than in 1920, periodical advertising has been 36 per cent less than during the same period two years ago."

Edward Beck, secretary of Canadian Paper & Pulp association, of Montreal, followed Mr. Kellogg. He said he was not present when Mr. Kellogg gave his report but he knew their statements could not differ materially since their knowledge of newsprint was based on facts. He declared, however, that the present output of newsprint would be sufficient for all future demands and there is no need for alarm, not entirely the same view held by Kellogg, who was not so optimistic.

L. B. Palmer, New York, manager of the American Newspaper Publisher's association, in telling of the activities of his organization said in part:

"The American Newspaper Publisher's association has organized not only a national conservation committee but also state conservation committees in every state in the union for the purpose of bringing about an elimination of all waste and an abolition of all returns. The campaign is already showing satisfactory results.

"The open shop division of the association is now being organized for the protection of the open shop members. All members running open shops or open shop departments and desirous of becoming affiliated with the division were urged to communicate with the New York office of the association."

The recent proposition of a press agency to divert the advertising appropriation of the National Vacuum Cleaner association to a press agency account was described.

The gathering adjourned with an address by Mr. Sundine, the Inland committee chairman, on second class postage. He has been preceded by A. C. Pearson, New York, president of the American Publisher's conference, who told of what the conference is doing with reference to the same subject.

Frederick Hume, secretary of the American Publisher's conference, was called upon for additional information on the second class postage controversy. Mr. Hume explained that as matters now stood nothing further could be done until Congress reconvened.

⁂

A Bigger Audience

James Gordon Bennett, founder of The New York *Herald,* had an impediment in his speech; in fact, he stuttered quite painfully. A gentleman who had known Mr. Bennett in Baltimore once called upon him in his editorial sanctum in The Herald building. After some conversation, the gentleman remarked: "Why, Gordon, you're stuttering worse here than you did in Baltimore."

"I-I-I kn-kn-know it," Mr. Bennett replied. "N-N-New Y-Y-York is a b-b-bigger p-p-place."—Philadelphia Ledger.

First District Iowa Press

It was very fitting that J. R. Bahne, manager of the Osceola County *Tribune,* Sibley, Iowa, should be elected president of the first district branch of the Iowa Press association, which met in a recent conference at Sheldon. Though Mr. Bahne is one of the youngest county seat publishers in the state, he possesses genius that comes naturally from a family that has been so long a time in newspaper work. His father, J. H. Bahne, is the senior in the firm of J. H. Bahne & Son, publishers of the Osceola *Tribune.* "Jake" is known as one of the most versatile writers of the Iowa Press. Half a century spent in the newspaper business has taught him many things of vital importance. Raymond, his son, as he is best known to the fraternity, has been a good student, assimilating the good things making for better newspapers which his father taught him from the time he was old enough to stand on a soap box and set type until he graduated from the state university at Iowa City. Sibley has been particularly blessed through having such a fine combination as Jake Bahne & Son. They have produced a mighty fine weekly newspaper. Bahne should make a splendid executive for the press association of his district.

⁂

New York Publishers Association

A short, snappy program of worthwhile topics has been arranged by Frank E. Gannet, president of the New York State Publisher's association, which will gather for a special meeting at Syracuse on Wednesday, November 15.

Many matters concerning the Empire State School of Printing at Ithaca will come up for discussion. Where to put the students who are flocking to the school and not where to get students is the problem of the present for the committee on education of the association and Director Kellogg. The instructors at the school and John W. Baker, chairman of the committee on education, spent an evening recently considering the problem and matters were put up to President Gannett by Chairman Baker and Director Kellogg later in the week. The school is experiencing growing pains which are slightly uncomfortable but all of this goes to show that the association was right in starting the school.

Some of the present trouble comes from admitting too large a class on September 5. The ideal situation is to admit four students each month and graduate a like number. At the outset it is realized that ideal conditions cannot prevail and the best will be made of a rather difficult situation. The committee on education and the director and instructors at the school have before them at all times the policy that the school is being run for the benefit of its students and the printing industry. No expense will be spared to give the students the best possible instruction.

Southern California Editorial Association

Los Angeles was host on September 25 to 250 editors comprising the Southern California Editorial association.

The chief festival affair was the annual banquet. Friend W. Richardson, candidate for governor, was presented with a loving cup, a token of the editors, and an expression of their esteem for the man whom all California feels will be their next chief executive.

"Building a City with Type" was the unique title of an address by E. G. Lewis of Atascadero. Mr. Lewis was most entertaining. He showed what a powerful influence the newspapers of any community are in building for commerce and industry, as well as having a direct bearing on the growth of the community.

J. R. Gabbert of Riverside paid a splendid tribute to Kyle Palmer, political writer of the Los Angeles Times, who, he said, had accomplished by skillful direction what the country editors could not have done alone.

With president John E. King presiding at the banquet, dinner went along in snappy fashion. Besides the speakers above mentioned there were Al. C. Joy, of Fresno; Harlan Palmer, of Hollywood; Miss Prudence Penny, of Los Angeles; Crombie Allen, of Ontario, and George F. Reinhart of Covina.

Business sessions were held at the Alexandria Hotel. Paul W. Moore of the Redlands Facts was president, J. J. Conrad of the Huntington Beach News was first vice president, J. L. Matthews of the Argus Covina was second vice president, M. D. Witter of the Brawley News was third vice president, E. O. Wickizer of the South Pasadena Record was secretary.

The executive committee consists of the following: J. R. Gabbert of the Riverside Enterprise, F. S. Hosfelt of the Rialto Record, F. N. Keffer of the Van Nuys News, B. W. Marriott of the Alhambra Advocate, O. M. Cannon of the Santa Maria Times and J. J. Crauser of the Oxnard Courier.

Interesting addresses were delivered. Judge H. A. Westover of the Yuma Sun made a splendid address regarding the National Editorial Association and the fine work which it is accomplishing. "The Ideal Newspaper" was discussed by Geo. F. Reinhart of Covina. "Bank Advertising" was the subject of C. A. Lyman of the Los Angeles Security bank.

Again the story of how the country editors of California smashed the political machine of that state and secured the nomination of Friend W. Richardson was told. Perhaps no finer example of what co-operation can accomplish was ever manifested in more striking manner than the occurrences of the primary at which Mr. Richardson was nominated. Every editor in the state lent his support to the program mapped out by the California press associations. So right royally did they stand by one another that Mr. Richardson was nominated by a large majority, and he will be elected.

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A good quality paper submitted can be accounted one step nearer toward giving pleasure to prospective customers; and any foreman who deliberately uses news stock to submit proof on is following in the rut of inferiority.

West Virginia Publishers Association

The largest meeting of the West Virginia Publisher's association ever held assembled in Parkersburg, in October, for the annual meeting. Evidently pride of state impelled many publishers who had not attended a press association meeting for years to go to Parkersburg, because the chief topic for discussion was "The Truth About West Virginia." Then there were other very timely topics on the program, such as "Costs and Cost Methods" by W. R. Ludwig, of Morgantown. The speaker stated in his address that most job print shops in the state are turning out work at less than cost simply because they do not know what their real costs are, and because they do not co-operate with other printers in an effort to create a closer bond of friendship that will enable all to work along more harmonious lines, to the betterment of the industry and to the profit of the individual.

At the dinner in the evening, Charles P. Harvey, dean of West Virginia newspaper men, was presented with a silver loving cup by the association in appreciation of his fine service. Harry Smith of the Parkersburg *News,* in presenting the cup, feelingly referred to Mr. Harvey as a prince among men, who though having spent 50 years in the harness, was always ready to render service to his fellow publishers.

"A Little Humor on the Side" was a delightful diversion offered by Alfred Pemberton of the St. Mary's *Oracle,* in a sketch of the old time printer.

"The University and the Newspaper" was the topic for a splendid address by Ross B. Johnston, publicity director at West Virginia university. H. C. Ogden of the Wheeling *Intelligencer* also responded to a toast.

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Southwestern N. Dakota Press

Irrigation, immigration, dairying and lignite coal development were the principal subjects discussed at the meeting of the Southwestern North Dakota Press association, which met in Mandan, October 30. Local speakers, as well as state irrigation officials and representatives of the state engineer's office, presented the details of the program of state development of what is known as the Missouri Slope. As an outgrowth of this intensive interest on the part of the editors a permanent booster club was organized, very similar to that which has made such a remarkable record in the Minot territory. While development of the Missouri Slope section is sectional, editors who attended the meeting are a unit in the thought that whatever benefits one section of the state will inure favorably to the entire commonwealth.

Roy T. Porte of Salt Lake City was also on the speaking program. He dilated on the business end of country newspaper making. As always, Mr. Porte had a fund of interesting and enlightening material to pass on to the editors, and the eagerness with which they listened manifests their desire to incorporate Mr. Porte's ideas in the conduct of their business.

North Dakota is exceedingly active. Its editors are emerging from the slump of the last two years with renewed vigor. The enterprise they are displaying presages a new deal in newspaper annals of the state.

Press League in Semi-Annual Outing

The Press League of Bucks and Montgomery counties, Penna., held its semi-annual meeting and outing, October 14 and 15, at the noted resort, Galen Hall, near Wernersville, Berks county, Penna.

The editors, their wives and friends, arrived at Galen Hall by automobiles Saturday evening, having rendezvoused at the home of Editor Charles B. Spatz in Boyertown. Mr. and Mrs. Spatz entertained their guests with true Pennsylvania hospitality, throwing open wide their beautiful new home and serving generously of their delicious cider. Mr. Spatz's cellar and spring are far famed for the excellent quality of cider, made from the apples of his fine orchards.

Those who attended, were: Mr. and Mrs. E. E. Althouse and daughter Miss Mary Althouse, Mr. and Mrs. F. Bliss Carpenter and Mrs. Nathan Carpenter, Mr. and Mrs. Marco G. Bean, Mr. and Mrs. Walter E. Baum, of the Sellersville Herald and Poultry Item; Mr. and Mrs. W. S. Schlichter, of Sellersville; Mr. and Mrs. Charles M. Meredith of the Quakertown *Free Press;* Mr. and Mrs. Clifton S. Hunsicker, and Mr. Hunsicker's mother Mrs. Hunsicker and Mr. and Mrs. Joseph J. McGinley of the Norristown *Times;* Mr. and Mrs. E. S. Moser, Collegeville *Independent;* Mr. and Mrs. Wm. Hoyer, Bryn Mawr *Home News;* Mr. and Mrs. W. L. Sanborn, Lansdale *Reporter;* Mr. Leighton Hacker, Hatfield *Times;* L. R. Saylor and the Misses Saylor, Pottstown *Blade;* H. B. Heywood and Irvin Heywood, Conshohocken *Recorder;* Charles B. Spatz and daughter and Mr. and Mrs. Frederick Spatz, Boyertown *Democrat;* William Binder, Pottstown *News.*

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Central New York Press Association

October 14, Central met in the regular quarterly meeting at Syracuse. By courtesy of the chamber of commerce the meetings were held in the association rooms. Interesting addresses were delivered, chief of which were:

"The One Biggest Thing," by S. M. Browne, manager Buffalo office of the Western Newspaper Union.

"Selling Advertising," John R. Rolfe of the Corning Leader or Milton R. Miller of the Batavia Times.

"Getting Circulation," Jay W. Shaw of Elmira, N. Y.

"Making a Side-Line Pay," B. G. Seamans, Pulaski, N. Y.

"Getting Nearby City Advertising," P. M. Rathbun, Moravia, N. Y.

"Do We Need Bigger Papers?" Willard C. Wheeler, Tully, N. Y.

"The Big Shop in a Small Town," Orrin Terry, Waterford, N. Y.

"Is the Franklin Price List Adequate?" W. J. Allen, Adams, N. Y.

"The Weekly Paper in the Daily Town," I. T. Birney, Little Falls, N. Y.

Peter A. Blossom, of Brockport, president of the New York Press association, lent dignity to the occasion by his presence, and elicited a round of applause by his masterly address on the need for organization and the necessity for every member of the association devoting some time to organization work, since the benefits to be derived are so numerous.

University Press Club of Michigan

Various press and editorial associations of Michigan gathered at Ann Arbor October 26, 27, 28, for the annual conference at the U. of M. These meetings, held each year at the University of Michigan, are usually sponsored by the Sigma Delta Chi, the national journalistic fraternity. This year the usual social festivities were engaged in. A fine banquet dinner was served on Thursday evening and special entertainment was provided. Fred M. Scott, teacher of journalism at University of Michigan, ably acted as toastmaster. F. M. Yost, coach of the University of Michigan football team, was also present and responded with an impromptu speech.

The business session was replete with interesting addresses by professors from the university. Casper Yost, of the St. Louis Globe Democrat, explained that there is now in process an organization to be known as the American Society of Newspaper Editors, which proposes for the first time in 200 years to formulate a code of journalistic ethics, and to enforce the code, with a penalty fitting the crime of violation.

At noon on Friday a meeting of the Michigan Associated Press was called. It assembled to listen to a talk by Melville E. Stone, for many years general manager of the Associated Press, who was an honor guest on this occasion.

A luncheon was held on Thursday noon which was attended by members of the Michigan Dailies' Association (the larger Dailies of the state), of which Stuart H. Perry of Adrian is president. On the same day President C. A. French, of Monroe, called a meeting of the Michigan League of Home Dailies. There were also separate special meetings of three other press associations.

The object of these conferences is to secure the co-operation of the editors of the state in furthering the interests of Michigan, as well as to give the editors real assistance in conducting their business. The October meeting was one of the most successful and best attended since these special conferences have been instituted.

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Salt Lake City Franklin Printers' Association

Perhaps one of the livest organizations in the country is the Franklin association in Salt Lake City. On October 1, in common with other associations in the country, this organization launched a bulletin to be issued monthly and distributed among its members. R. T. Porte, energetic president of this association is injecting real pep and enthusiasm into the individual members. Many constructive things have been accomplished through his activities, yet he has only begun in his campaign to place the printing industry in Salt Lake on an entirely new plane.

The new bulletin is a breezy publication, full of interesting things, well edited and designed to stimulate trade, raise the standard of ethics, increase productiveness, elevate quality and contribute to the general prosperity of business printers. The bulletin announces that it will under no circumstances take part in any controversy involving policy, internal trade politics, or labor questions. Primarily it is for the printer, and its contents will be aimed entirely at trade stimulation.

But There Aren't Many

St. Peter was examining a newly arrived immigrant seeking entrance. He had given his occupation as editor and publisher. Following in a transcript of the testimony:

Q.: "Ah, yes—of the world's greatest newspaper?"

A.: "No, Sir. Just a common rag."

Q.: Circulation the largest in your city?"

A.: "No, sir; oh, no indeed! One of the smallest in the country."

"You'll do," said St. Peter. "Pick your harp." —*American Legion Weekly.*

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West Michigan Boys to Gather at Grand Rapids

For the Grand Rapids Get-Together on Friday, Dec. 1, plans are rapidly assuming shape that will make this the best press gathering in the state before the annual of the Michigan Press to be held at the Michigan Agricultural College in January.

It is planned to rally at the Pantlind Hotel at 11 o'clock a. m. and promptly at 12 meet at the Association of Commerce, two blocks east of the hotel on Pearl street, and in the dining room on the fourth floor be served luncheon. Every man will "pay his own." During the luncheon informal addresses will be made, and it is hoped to have some peppy singing. J. B. Haskins will have charge of the luncheon program and will introduce Lee H. Bierce, the dynamic Grand Rapids Association of Commerce secretary, who will tell us "Some Things Country Newspapers Should Do." A well known Grand Rapids writer will also give us a lift toward better things.

At 1 o'clock the main session will start under direction of Fred D. Keister, president of the Association. Harry H. Whitely, publisher of Dowagiac Daily News, to whom more than any other one man the credit of organizing the successful League of Michigan Home Dailies belongs, will talk to us along educational lines on "Ideas Hot Off the Griddle." Mr. Whitely graduated from the weekly newspaper office, and is going to the state senate this winter. His address alone will be worth the trip to Grand Rapids.

Tom F. Robinson, clever generalissimo of the Union City *Register-Weekly* has been asked to talk on "Service as Applied to a Community Newspaper." Fred J. Mauren, editor of the Portland *Review,* one of the most carefully edited local papers in Michigan, will address us on "The Value of Local Editorials."

"Where We Are All Weak' is the topic assigned Ed. D. Engemann, of the Belding *Banner-News,* applying to job shop problems and practices. Gerald B. Herrider, of the Manton *Record,* will talk on "Keeping Your Town on the Map Through Correspondence for Dailies." There will be other good speakers and some volunteers who will have ideas whether they shed much eloquence over the landscape or not.

The program committee promises to make the meetings snappy so the folks can enjoy an hour or two of genuine Keith vaudeville at the Empress before going home. This session the same as the one at Ann Arbor, Oct. 27, is as free as salvation to every newspaper man in the state.

New York Press at Rochester

Friday and Saturday, October 20 and 21, the Powers hotel in Rochester was the scene of the fall meeting of the Western New York Publisher's association, recognized by the state association as the largest and livest district newspaper organization in the Empire state.

The meeting was set in motion with a splendid dinner on Friday evening, tendered to the editors and their ladies. After the dinner a theatre party enjoyed a splendid evening at one of the local theatres. Saturday morning President E. M. Perkins, of Leroy, started the big program. F. B. Miner, the *Herald,* Fairport, elucidated on "Circulation." The speaker had a fund of good ideas which he discussed very intelligently. Wright Patterson, editor-in-chief of the W. N. U., always an interesting speaker, was in particularly fine fettle in discussing "Making a Better Newspaper." Most everyone who has heard Mr. Patterson knows that he is well acquainted with his subject. Therefore his talks are always very interesting and instructive.

L. E. Bird, superintendent of schools in east Rochester, had a timely talk bearing on the need of co-operation between school officials and editors. "How I Conduct My Paper—by Departments: Editorials, Correspondence, Personals, Locals," by R. M. Eddy of the *Courier,* Palmyra, N. Y., was very illuminating.

Other talks and discussions were as follows:

"What Is It That Makes Some Exchanges More Interesting and Attractive Than Others?" R. A. Peck, Caledonia, N. Y.

"What Should Be Done to Create a Greater Volume of Foreign Advertising?" Frank Walker, Hamburg, N. Y.

"Farm News—How to Get It," John L. King, Franklinville, N. Y.

"Is the Co-operative Employment of an Advertising Solicitor Practical?" J. S. Tellier, Naples, N. Y.

"The Possibilities of 'Correct' Advertising," W. B. Sanders, Nunda, N. Y.

"Community Work—How Much Should a Publisher Do?" C. G. Clarke, Perry, N. Y.

"Advertising—Getting and Keeping It," A. D. Andrews, Webster, N. Y.

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Polk County (Fla.) Press Association

The annual meeting this year was in the nature of a house-warming, held in the beautiful new home of the Bartow (Fla.) *Record.* J. G. Gallemore, publisher of the *Record,* was host to the members. After a splendid dinner the party was taken on a tour of inspection of the plant and building.

The editors were warm in their praise of the splendid newspaper home erected by Mr. Gallemore, and the *Record* may well be proud of the monument erected to the newspaper industry in Polk county. The *Record,* by the way, is the only newspaper published in the county seat.

At the business session of the association the following officers were elected: President, A. B. Meek of the Fort Meade *Leader;* vice president, J. G. Gallemore of the Bartow *Record;* secretary, A. L. Cleveland of the Fort Meade *Leader;* treasurer, J. E. Worthington of the Lake Wales *Highlander,* present incumbent.

Maine Editors in Annual Meeting

The Augusta house, Augusta, Me, famed for its notable gatherings of newspaper men, was again the scene, October 5 and 6, of the annual meeting of the Maine Press association. Frank B. Nichols, of the Bath *Times,* responded heartily to the cordial welcome address by Sanford Fogg, mayor of Augusta. Later in the business session Mr. Nichols was chosen president of the association, and while his election marked the retirement of Charles H. Fogg of the Holton *Times,* the association was unanimous in agreeing that in Mr. Nichols they will have a worthy executive—one who knows the newspaper game and will lend dignity to the office of presiding executive of the Maine Press association. Mr. Fogg has worked indefatigably and earnestly in promoting the welfare of the association. Though Mr. Fogg is not a printer himself he has the printer's sense and vision, and he certainly possesses a mighty big bump of newspaper knowledge, since he is producing one of the finest newspapers in Maine.

At the business session, "The Interlocking Accounting System" as used in the Kennebec *Journal* was discussed at some length by Louis O. Burleigh and was illustrated with the forms in actual use. It was a scholarly, instructive, paper giving the editors a new slant on newspaper accounting. A. S. Morris of the *Courier,* Littleton, N. H., gave a good address on "Getting and Keeping Subscriptions for the Country Weekly." Mr. Morris knows what he is talking about since his subscription list is always in healthy condition.

At Friday morning's session D. W. White of Lancaster, N. H., of the Coos County *Democrat,* spoke on "The Weekly Publisher's Obligation to the Advertiser;" Charles G. Jenness of the Rochester (N. H.) *Courier,* spoke on "How to Stimulate Advertising," and A. F. Sherman of the Bar Harbor *Times* on the general management of a country newspaper.

The annual banquet was held on Thursday evening at which all the oratorical ability—at least so it seemed—of Maine was let loose. Some mighty fine after-dinner talks were given by notables of the state.

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Organized to Import Newsprint

The formation of a company in New York for the sale of imported newsprint paper in the United States has been completed with comparatively little publicity, considering the importance of the enterprise to all American manufacturers of newsprint paper. George F. Steele, who is widely known in this country and in Canada as the former secretary of the defunct Newsprint Paper Manufacturers' Association and as manager of the Canadian Export Paper company, is at the head of the new organization which is entitled the Newsprint Paper corporation. According to the Norwegian journals, Mr. Steele's organization comprises all Swedish and Norwegian newsprint paper producers. The Perkins-Goodwin company of New York is associated with Mr. Steele in the enterprise, being represented on the board of directors by its president and vice-president.

It is highly significant to the paper industry of our country that the new corporation of which Mr. Steele is president is organized as an importing association for the unification of sales and, as set forth in its announcements, one of its purposes is to bring about a more complete standardization of quality and better delivery for American consumers. It is further set fourth that the Newsprint Paper corporation will undertake to enable foreign producers of newsprint paper to combine in taking larger contracts than has been possible for the separate mills. It will be seen that this is nothing more than an extension of the plan devised by Mr. Steele for the sale of Canadian paper when he was managing director of the Canadian Export Paper company.

Although it has been stated that the Newsprint Paper Corporation has been organized for the sale of Norwegian, Swedish and Finnish newsprint in the United States, this is not official and it is extremely unlikely that Mr. Steele's organization will represent any Finnish paper mills directly, though individual Finnish exporters may join the new selling company.

In an announcement by the corporation it is set forth among other things that the production of newsprint at the present time in Norway and Sweden amounts to a little more than 300,000 tons annually. Participation on the part of Norway and Sweden in the American market has been of recent origin, starting with the year 1919, and has been brought about very largely by the collapse of the Russian market, and the consequent necessity for the manufacturers of Finland to dispose of their surplus production in markets where they were formerly but slight participators.—*Paper.*

Osculatory Press

A kiss he printed on her lips,
And she made this oration:
"Please, please continue doing that!
It boosts my circulation."
—*Don Marquis.*

A kiss he printed on her lips,
In a "preferred position."
Said he, as he wiped off his lips,
"I like your composition."
—*Ad Libitum.*

A kiss he printed on her lips,
His presswork sure was great
But thanks to faulty lock-up
He spoiled her color plate.
—*Adv. Club (N. Y.) News.*

A kiss he printed on her lips,
Their forms were locked up tight
"And now," said he, "if something slips
This sure'll be pi all right!"
—*The Times of Cuba.*

A kiss he printed on her lips,
The maiden cried, "Oh! stay;"
And stay he did, the printer bold
And kissed away her over-lay.

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Night School for Apprentices

Arrangements are being made by the Washington Typothetae with the public schools of the capitol city to conduct night sessions for apprentices three nights per week. It is planned to send all apprentices employed in commercial plants of the city to the school. Enrollment is going on and it is hoped that there will be at least 20 boys in the class.

Colorado Press Chooses Field Secretary

At the meeting, September 23, of the Weld County association at Greeley, a unanimous ballot was cast naming Edward Bemis, of Littleton, Colo., as field secretary to look after the interests of the Weld county and central district associations. This matter has been discussed for three years by the state association, without any action being taken. Now that these two county organizations have taken decisive action other Colorado associations will, in all likelihood, take the matter up seriously, so that it may soon be possible to have a state field secretary. Plans will immediately be made to secure membership from other newspaper men in Colorado. Mr. Bemis has a state-wide reputatiton as a successful newspaper man. He is ideally fitted by experience and ability to put the most constructive work into furthering the interests of the two associations he represents.

The meeting at Greeley was marked by a new enthusiasm which presages a healthy interest in organization matters as well as a lively co-operation among the individual members.

The feature of the meeting was a dinner served at the Camfield hotel, at which thirty-two editors and their wives made joyous disposition of a hearty banquet and dinner.

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Passing of Miller Company Executive

Emil A. Foht

Emil A. Foht, Chief Engineer of the Miller Saw Trimmer company, Pittsburgh, died Sunday, October 7th, of pneumonia, after an illness of three days.

Mr. Foht was born at Erie in 1881. He joined the Miller company about three years ago in the capacity of Chief Engineer, establishing himself at once as a competent and highly efficient executive.

To his skill and earnest co-operation in working out the mechanical details, may be accredited a liberal portion of the perfection attained in the initial performance of the Miller High-Speed Press, a new automatic job cylinder press recently introduced to the trade by the Miller company.

Cut off in the prime of life, at the height of his development, his untimely death creates a vacancy in the ranks of the vast Miller organization few can fill.

Goss Press Business Booming

THE New York Daily News will add to its press room about February 1, a new Goss high speed octuple press. The contract calls for delivery of this press in January, 1923. It will be of the unit type construction, similar to the Chicago Tribune's presses, with paper reels underneath to permit the splicing of fresh rolls of paper without stopping the press.

M. L. Redfield

M. L. Redfield, vice-president and sales manager of the Goss company with his wife and daughter, recently returned to the states after a three months' combination business and pleasure tour of England, Scotland, France, Belgium, Switzerland and Germany. Mr. Redfield reports greater activity than ever before, especially among the principal London newspapers. The present very prosperous condition of British newspapers is evidenced by the fact that the Goss company now has under construction a large quantity of presses for publishers of the British Isles, including three octuples for the Hulton papers, three for the London Express, two octuples and a quadruple for the News of the World, three octuples for the Daily Mail, and a sextuple for the Glasgow News.

The two Goss super-imposed unit type octuple presses which were recently installed by the Daily Mail are giving remarkable service and are reported to be the most satisfactory and fastest running large newspaper presses ever installed in London, Mr. Redfield was told. The operators of these two machines have named one the "Handley Page" after the fastest of the British aeroplanes and the other "Grenalla," a derby winner.

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New Ownership for "Type-Hi"

Announcement is made from Syracuse, N. Y., of the purchase by the newly organized Type-Hi corporation of the equipment, patents, and all other assets of the Type-Hi Manufacturing company which has been building and marketing the Type-Hi Planer for some years. The former owner was not a corporation, the business being conducted by Edwin N. Green under an assumed name. Mr. Green has now disposed of his entire interest to the Type-Hi corporation, which is headed by G. Bruce Andrews associated with other Syracuse capital.

While the Type-Hi Planer is in use throughout this country and abroad to a considerable extent, no organized selling campaign has ever before been attempted, and it is the plan of the new owners to conduct an intensive sales effort in every state in the union as well as in foreign lands.

In cooperation with the sales division, the manufacturing department has also been reorganized and is now producing the planers on a large scale.

It is reported that the new company expects to enter the big planer field in the near future. When the simplicity and utility of the Type-Hi machine becomes better known, the manufacturers should enjoy a rushing business.

Sales Suggestions for Paper Box Manufacturers

Robert F. Salade, author and writer, of Philadelphia, through his publishers, the Shears Publishing company, LaFayette, Indiana, has issued a book with the above title. The volume is a practical treatise on processes and methods used in paper box manufacturing. It is replete with suggestions for promoting new business. Containing sixty-eight illustrations involving machinery used and products of the paper box industry, and together with a very concise and easily understandable explanation of all the processes, the book will be a valuable addition not only to the paper box industry but will serve as a guide to printers who may be interested in this rapidly growing department of the allied trades.

Mr. Salade spent many months in investigation and research work gathering information from which to compile his new book. The text matter is written in a style that is readily understood and the details easily grasped. The typography, too, is of a style that is very pleasing.

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Monotype Text Books to be Given Wide Distribution

The Lanston Monotype Machine company announces in the advertising pages of this number its new policy of distributing text books covering the operation and mechanical adjustments of its machines.

These books have been used for semi-private circulation and have been so successful that the company feels in duty bound to give them a wider distribution.

The compilation and publication of these Monotype text books were completed only after the expenditure of much time and labor. The company first called a convention of the teachers in its own Monotype schools, in the U. T. A. school at Indianapolis and other private schools, which convention spent four days in mapping out a program upon which the books were to be built. As the chapters were written copies were mailed for criticism to printing school educators over the country and it was eighteen months before the editions finally were ready to be printed and bound.

In the compilation of the I. T. U. course of study, as finally adopted, the Monotype section was copied almost literally from these text books and the Monotype company is much gratified by the statement of the head of this great school that its text books were the nearest to the ideals of the trained teacher of printing of any that had come before his notice.

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Printing Instruction in Evening School

October 2, night classes in printing were organized in the printing department of the State trade School, Bridgeport, Conn. A. J. Hinchcliffe, the instructor in printing at the trade school, states that the classes in printing will meet every Monday and Thursday night with two hour sessions. Instruction will be given in hand and machine composition, press and bindery work. The printing department of this school is well equipped; it is therefore believed that these classes will be a great help to apprentices desirous of making more rapid progress than is possible in the average shop.

Capital District Typothetæ Visits Holyoke

George Heintzemann, chairman of the United States bureau of standards committee on standardization of paper sizes, was the first speaker.

At a recent visit of members of the Capital District Typothetae, comprising the cities of Albany, Troy, Utica, and Schenectady, N. Y., to the plant of the American Writing Paper company, Holyoke, Mass. Mr. Heitzemann's subject was "Simplification of Paper Sizes." Mr. Heitzemann clearly brought out the economies and advantages that are being accomplished through the standardizing of sizes of booklets, folders and other printed matter. He outlined the gigantic scope of the research the committee has just completed. The purpose of the investigation was to obtain data on which to base recommendations.

Harry Wellman, professor of marketing and finance, at the Amos Tuck School of Finance, Dartmouth college, and formerly sales and advertising manager of Lowney's delivered the principal address of the evening. Prof. Wellman spoke on "Advertising and How to Sell It." He showed particularly how printers can use the principles outlined in the Typothetae printed salesmanship booklets written by Robert Ruxton and now being published by the department of general service, the purpose of which is to increase the present volume of printing and to develop new business. For instance, he told how a printer could get business already in existence by going out and selling letterheads to people who did not already have them and by running them in four or eight-up in full sheets. It is thus possible to bring down the cost and make printed letterheads practically as inexpensive as the blank paper that can be purchased at the stationer's.

As an instance of developing new business, Prof. Wellman showed how one printer made a study of advertising in the national magazines and then went to local stores handling the goods advertised with a plan of getting out direct mail pieces tying up with that of the national advertiser. He helped the retailers to "cash in" on the prestige of national advertising and thereby really create new business for himself and his customers. He also emphasized in particular that the essential factors in creating constructive advertising for retailers, manufacturers, and other consumers of printing was to place oneself in the other man's shoes, study his business with a view of getting up advertising material that would actually sell goods.

✠

Printing School Gets Fine Gift

The school of printing operated in Nashville under the auspices of the Southeastern Master Printers' federation has just received announcement of the gift of $35,000 worth of monotype equipment. The gift is made by eastern persons interested in the school. The equipment is expected to reach Nashville within sixty days.

There are now 30 young men and women enrolled in the various departments of the school. The branches of instruction include: Hand composition, platen press work, proofreading, copywriting, linotype composition and monotype keyboard work.

Sales Force Changes in Miller Saw-Trimmer Company

Changes in the sales and managerial force of the Miller Saw-Trimmer company were recently announced, as follows:

C. R. Cray, although a stranger in the Philadelphia fields, assumes the managerial duties of the branch, with a thorough knowledge of the Miller line and an acquaintance with the trade gained through extensive correspondence in his former capacity as manager of the order department at the home office.

Mr. Cray's familiarity with all the inside workings of the great Miller organization, coupled with his thorough knowledge of the printing field, his unfailing devotion to the promotion of the very best Miller service to users, and his optisism pertaining to the advancement of the Miller Company and its products, assures for him success in his new field.

Wilbur L. Leonard, until recently efficient manager of the Philadelphia branch office, has at his own request been relieved of the responsibility and reappointed as traveling representative in his old territory, taking in eastern Pennsylvania, Delaware, and Maryland, where he enjoys a wide acquaintance with printers, having covered it for several years in the capacity of Miller representative.

Ledlie W. Conger has been appointed manager of the Atlanta branch, going from the eastern Illinois and western Iowa territory, where during the past three years he has established an enviable sales record, and gained the confidence and best wishes of a vast following of printer friends, because of a pleasing personality and an unfailing devotion to the interests of his trade.

H. C. Baker assumes the management of the Dallas branch through the withdrawal of former branch manager George H. Halsell, who was forced to resign on account of failing health.

The genial Captain Baker needs no introduction to the printers of the south. In his travels through the southern states, formerly as type foundry salesman and for the last three years as a Miller representative, he has cultivated the acquaintance, and won the lasting friendship and confidence of hundreds of printers in all branches of the trade.

✲

Mitchell Elected President of Stationers

Charles L. Mitchell, of Crane and Co., Topeka, Kans., was elected president of the National Association of Stationers and Manufacturers of America, at the national convention, October 13, in Atlantic City. The election places Mitchell at the head of the stationery and office equipment trade of America, including retail dealers, wholesalers and manufacturers.

His election was received with a demonstration of approval by the largest convention ever held. Stationers and office equipment men from all lines of the trade, were present from every state in the union.

Mitchell has been vice president of the national association during the past term. His versatility and natural ability presage a successful year.

Kansas Printer Optimistic

The indomitable spirit and optimism pervading the organization of Crane & Co., Topeka, Kansas, has blossomed forth with the announcement that they will build immediately an addition to their building, 17 x 72 feet, two stories in height. The addition will give the concern ample room and elbow space for their constantly expanding business.

Undaunted by the business depression, Chas. L. Mitchell, sales manager and secretary of the concern, states that they know no business depression or rules of trade which will in any way hamper them in their one dominating thought—that depressions are, after all, only a state of mind. By their optimism and faith in their organization, they manifest a thoroughgoing belief in their policy.

Crane & Co. send out approximately 50,000 catalogues of 240 pages each year. They do an extensive businesss in Kansas and surrounding states. They have salesmen covering Oklahoma, Kansas, Arkansas, the Panhandle of Texas, New Mexico, Arizona, and southern Colorado.

In addition to their extensive printing business the company does a direct advertising business with every township, city, and county official, with real estate men, banks, and corporations, in the state of Kansas. It has been doing a legal class of work for lawyers for over fifty years.

✲

Holland Linotype Representative Visits America

A. Meijer, an official of Winkler, Fallert & Company, Amsterdam, Holland, agency of the Mergenthaler Linotype company, has returned home after an interesting business trip of six weeks in the United States.

Mr. Meijer attended the graphic arts exposition at Boston. His visit also enabled him to become better acquainted with American manufacturing methods and with conditions in general in the printing industry in America.

After an interesting stay of several days in Boston and New York, he went on to Detroit and Chicago, to visit some of the larger printing and publishing plants in those cities, and to spend several days at the Chicago agency of the makers of the Linotype.

On his way back east, he visited some of the larger plants in Pittsburgh, Philadelphia, Washington and Baltimore.

Mr. Meijer expressed himself as enthusiastically interested in our way of doing things in the printing and publishing world, and as deeply appreciative of American hospitality.

✲

Gage Talks on Layout and Design

Harry L. Gage, assistant director of Linotype typography for the Mergenthaler Linotype Company, spent two weeks in the Middle West recently discussing lay-out and designing in printing. Wednesday, October 18, he spoke on "The Mark of the Better Printer," at the U. T. A. convention in Cleveland, and also participated in the round table discussions conducted by the convention committee on better printing. Later he addressed the Advertising Typographers of America on lay-out and design. From Cleveland Mr. Gage went to Chicago, where he delivered talks on the same subject.

Celebrates Seventy-fifth Anniversary.

THE Wisconsin Printing company, of Milwaukee, recently celebrated its seventy-fifth anniversary. This concern, known as one of the most substantial institutions in the graphic arts industry, has had an uninterrupted career of success. Established originally by Wm. E. Cramer, it gradually developed from a small beginning into one of the big leading printing offices in the country, devoted almost exclusively to the printing of catalogues and other forms of advertising literature.

For almost a decade John W. Campsie has been active manager in charge of the business, and for some years has been president of the company. Supporting him are executives in every department whose plane of craftsmanship is best attested by the fact that many of the very earliest customers of the establishment are still numbered among its clients.

From the time of its beginning until the present day, some member of the Cramer family has been continuously identified with the development and upbuilding of this business.

In 1847 its business was confined exclusively to Milwaukee. To-day its customers are numbered all over the Central and Western portion of the United States.

Through alternating periods of depression and prosperity it has served—and through service, prospered. Ever alert to adopt better methods and more efficient equipment, it has kept pace with the worthwhile developments in the printing industry.

In the face of obstacles and temptations, underlying ideals have always governed policy. And these ideals have contributed greatly to achievement. Not the least of these rewards has been the continued patronage of firms who have passed by scores of good printers to send their work hundreds of miles, so that it might be produced by the Wisconsin Printing company.

✲

Intertype President in Europe

H. R. Swartz, president of the Intertype Corporation, sailed September 16th for England on the Majestic. Mr. Swartz will visit the principal countries of Europe, in the interests of the Intertype, and will be away for two months.

Intertype business in foreign countries is steadily increasing and a large number of Intertypes are now in use in all principal countries throughout the world. Many foreign government plants are using Intertypes, eighteen being operated by the Czecho-Slovakian government printing office.

✲

Barnhart to Install Library

F. A. Crapo, assistant manager of the Chicago salesrooms of Barnhart Brothers & Spindler, is dreaming dreams in between sales and expects to realize some of them in the form of fine customers' reception rooms, writing rooms and a library as a part of the new salesrooms, at 829 South State street, to which the Chicago branch will move as soon as the necessary remodeling of the building has been done.

National Magazines Lack Page Size Standardization

The accompanying picture shows 57 leading national magazines. The photograph clearly shows that no definite standards of size are followed.

Enormous wastes are the result of these variations. Advertisers and advertising agencies must constantly spend large sums for extra half-tones, electros, typesetting and other details because of this great lack of size uniformity. Publishers are necessarily paying higher prices for paper than would be the case if paper mill production was based on standard page sizes; or sizes that required four or five standard roll widths.

This variety of page sizes of general magazines and trade papers constitutes a tax on advertising and printing that should and could be easily eliminated.

A set of standards in sheet sizes or roll widths that would coincide with trade and directory sizes and to a larger extent direct advertisers needs would result in practically co-operative buying of paper and printing. Standardize and you bunch or group orders for paper machinery and printing.

As the Secretary of Commerce recently said:

"One of the first things to be considered by business generally is the advisability of standardization. Calculations indicate that by concentration, large sales and standardization, we can ineffect release 30 per cent of the power required for the present volume of production. Putting it in other words, capital will be 30 per cent more productive."

A simplification of sizes would also greatly benefit the press and folding machine manufacturers who are now operating (especially those building machinery for magazine publishing) practically on a made-to-order basis.

Mr. Jackson Johnson, president of the world's largest shoe company, recently made a statement that applies particularly well to buyers of paper and printing.

"Buyers, sooner or later, pay all the costs of operating a business plus a profit to the owners. They must do so if the business is to be permanent and successful. If there is any waste, any unnecessary expense, any extravagant methods, the people who use the product are the ones to foot the bill."

Every special size paper causes waste of time, labor and money at the paper mills, and the consumer of paper, publishers, have to pay for the wastes these special paper sizes incur.

Standardization keeps factories running steadily throughout the year, cuts overhead and labor cost, simplifies merchandising problems and enables the manufacturer to give the greatest value to the consumer. In the final analysis you buy finished goods from warehouse stock instead of on a made to order basis. No matter how large your paper needs are a standard size or roll width will eventually mean a lower paper cost. High advertising and printing costs can be reduced if you become co-operative buyers of your raw materials and equipment.

*

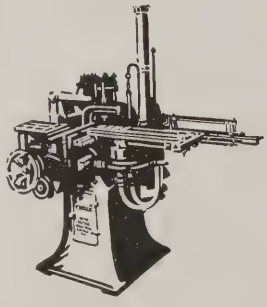
Prospect of Hearst Invading Midwest

Rumors that W. R. Hearst would invade Ohio and other midwest states have been following one another in rapid succession. The latest is that he will go into Cleveland and he also has his eye on Toledo. It is said the time is auspicious for entrance into Cleveland because of the newspaper fight going on between the Press, the Scripps paper, and the News and Leader, Hanna publications. The Scripps people also have a paper in Toledo, and the Talmage and Wright interests operate the Blade there. Both of these papers have apparently filled the field very satisfactorily, so the query naturally arises why Mr. Hearst should want to go into Toledo.

Buffalo is also mixed up in the rumors. It is said negotiations have been going on for some time involving the purchase of one of the four daily Buffalo papers.

Along with all the other recent Hearst activities he is planning on launching a daily paper in Rochester, N. Y. His business on the Sunday paper, recently launched, has been exceedingly good.

Your Composing Room Needs More Time



The Barrett Adding, Listing and Calculating Machine is sold under the Monotype guarantee. It fits in perfectly with the printer's cost and accounting system.

The clock will not give it to you.

Part of your men rush around the shop at press time picking sorts from live matter; while others are distributing type on overtime.

Type becomes scarce — but time is scarcer.

The Monotype Type-&-Rule Caster will provide you with complete Non-Distribution.

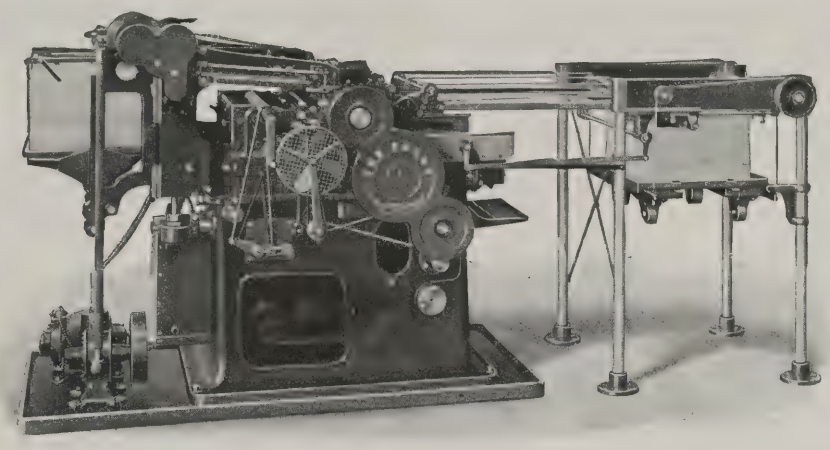
Non-Distribution means new type for every job, unlimited material for your men, and the entire elimination of distribution.

The cost of installing the Monotype is small. The Monotype is so flexible that price and equipment can be made to fit your plant. Extra units may be added as they are needed.

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia

The Monotype — New York Chicago Boston Cleveland Buffalo Washington Toronto Birmingham Pittsburgh Monotype Co. of California: San Francisco — *The Barrett*



The Little Kelly Automatic Press with Extension Delivery

KELLY AUTOMATIC PRESSES

AT THE RECENT GRAPHIC ARTS EXPOSITION IN THE CITY OF BOSTON WERE AMONG THE LEADING FEATURES OF THE SHOW, AS THEY HAVE BEEN AT ALL PREVIOUS EXPOSITIONS

102,208 Letterheads in Eight Hours

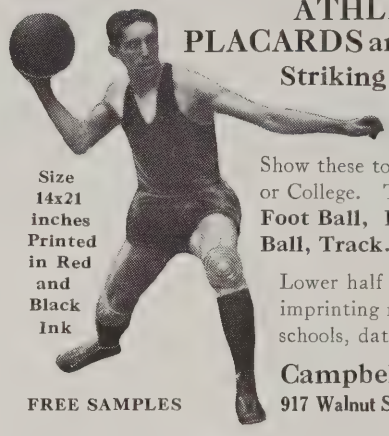
STARTING promptly at the opening hour, Monday, August 28, a single Little Kelly, Style B unit (a part of our exhibit), continued constantly, consistently and without interruptions during the entire week, turning out an enormous quantity of excellently printed sheets, including an eight-hour run which produced 102,208 letterheads, cut from 25,552 sheets. This is double the total number of letterheads that could be printed in the same working time on any other small automatic bed and cylinder press shown at the exposition, and proves our claims for the Little Kelly as having unexcelled speed, and handling a larger sheet, doing more and better work than any other job press; this is only part of the story of Kelly superiority. Not a wrench was used for adjustment or a stop made for any mechanical cause during the entire week. This unparalleled performance at an exhibition greatly impressed every visitor. Kelly users, of course, were not surprised, as they are doing as well day in and day out in their own plants, and some of their runs have far exceeded our output at the exposition.

Let us tell you more about this working wonder of the pressroom; this Kelly printing, cost reducing unit, backed by eight years of success. Don't experiment.

American Type Founders Company

WRITE OUR NEAREST SELLING HOUSE

What Kelly Presses are doing for others they can surely do for you



Size 14x21 inches Printed in Red and Black Ink

FREE SAMPLES

ATHLETIC PLACARDS and POSTERS

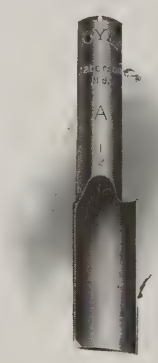
Striking and Original Designs

Show these to your High School or College. They sell on sight. **Foot Ball, Basket Ball, Base Ball, Track.**

Lower half of sheet is blank for imprinting names of competing schools, date and admission.

Campbell Printing Co.
917 Walnut St., Des Moines, Iowa

CUTTERS THAT CUT



Are made in over 175 varieties. A cutter for every routing service.

Send sample of work and we will suggest the appropriate cutter.

John Royle & Sons
Patterson, N. J.
Photo-Engravers' Machinery

Laclede Remelting Furnaces

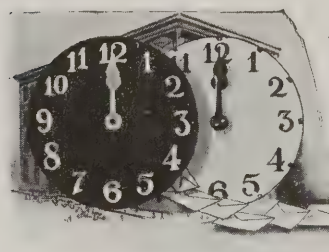
Scientifically Designed and Substantially Built in sizes to meet the requirements of any Office

Jobbers and Dealers Everywhere

Full Information upon request

MANUFACTURED BY THE

Laclede Mfg Company
119 N. MAIN STREET
ST. LOUIS, MO.



Night and Day

Not that we particularly relish emergency work or are specially inviting it — but we are right here to say that we are not clock-watchers at the Western States.

If your interests or your customers' demand forced draft envelope production, we are ready to put three-shift pressure behind the job and deliver with a promptitude in marked contrast to the dilly-dallying independence that seems to be the fashion today.

We make envelopes AFTER PRINTING, enabling you to run the sheets two to twenty up, at big economy over individual printing of stock envelopes. Ask for the profit story told in our new price list

W-Notched Under Flap Reg. U.S. Trade Mark

Western States Envelope Co. Dept. N Milwaukee

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

We Protect the Trade

WILKE'S TYPE METALS

Are Carried at the Following

WAREHOUSES.

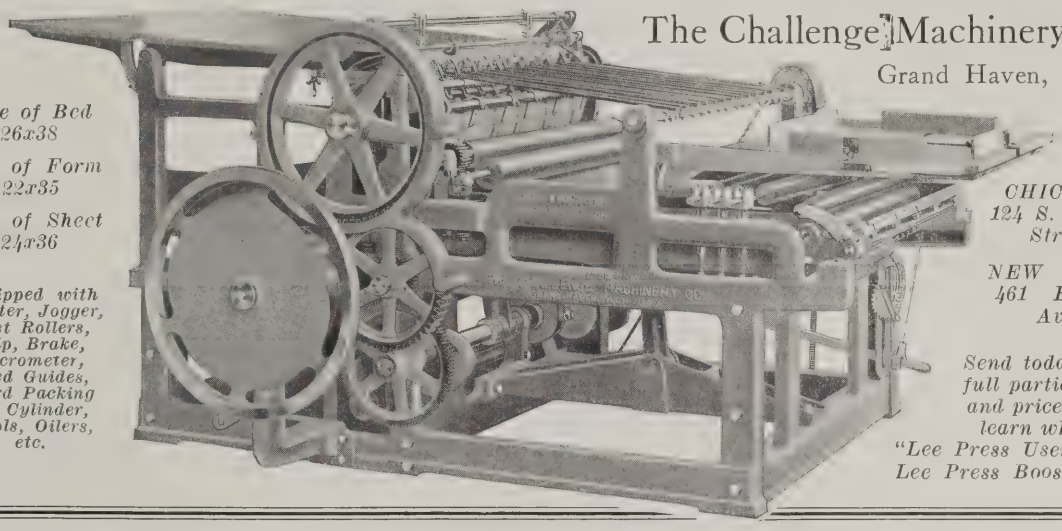
ALBANY—Long & Sons, 45 Hudson Ave.
ATLANTA—Morrow Transfer & Storage Co., 177 Marietta St.
BOSTON—MacDale Warehouse Co., 404 Paddock Bldg.
BUFFALO—Buffalo Storage & Carting Co., 350 Seneca St.
CHICAGO—Metals Refining Co., 327 S. La Salle St.
CINCINNATI—B. & O. Warehouse Co., 6th & Baymiller Sts.
CLEVELAND—Ninth St. Terminal Warehouse Co., 1200 W. 9th St.
DALLAS—Inter-State Forwarding Co., 601 Elm St.
DETROIT—Edgar's Sugar House, 1924 La Fayette Blvd.
KANSAS CITY—Central Storage Co., 1422 St. Louis Ave.
LOUISVILLE—Tabb's Storage Warehouse, 211 N. 15th St.
MINNEAPOLIS—Colonial Warehouse Co., 210 3rd Ave.
NEW ORLEANS—Douglas Public Service Corp.
NEW YORK—Metals Refining Co., 41 Park Row.
OMAHA—Mercantile Warehouse Co., 11th & Jones Sts.
PITTSBURG—Commercial Storage & Transfer Co,. Herr's Island.

LINOTYPE—MONOTYPE
STEREOTYPE—COMBINATION

METALS REFINING CO.,
Sole Manufacturers
HAMMOND, INDIANA.

Economy—Quality—Simplicity—Durability

The Lee Two-Revolution Press has many points that appeal to the thinking printer. It is economical in first cost, in operation and in maintenance. It delivers a superior product with minimum effort of the operator and at a cost that makes money for the user. Its simplicity of construction and ease of handling makes it easy to operate from the very first, and the more it is used the better it is liked. It is durable, because made of the very best materials, and is constructed by an old-established and reliable company that has been manufacturing high class printing machinery for over a quarter of a century.



Size of Bed 26x38

Size of Form 22x35

Size of Sheet 24x36

Equipped with Counter, Jogger, Cast Rollers, Trip, Brake, Micrometer, Feed Guides, Hard Packing on Cylinder, Tools, Oilers, etc.

The Challenge Machinery Co.

Grand Haven, Mich.

CHICAGO 124 S. Wells Street

NEW YORK 461 Eighth Ave.

Send today for full particulars and prices and learn why— "Lee Press Users Are Lee Press Boosters"

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

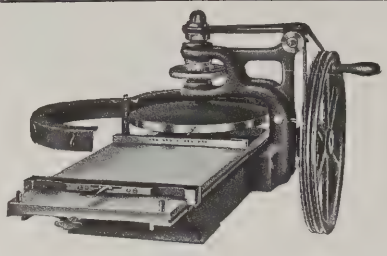
THE QUEEN CITY PRINTING INK CO.

CINCINNATTI

CHICAGO
BOSTON
KANSAS CITY

PHILADELPHIA
ROCHESTER
DETROIT

MINNEAPOLIS
DALLAS
MILWAUKEE



What is the Type-Hi Planer?

The Type-Hi Planer is a perfected ballbearing planing machine for the absolute leveling of high, uneven, twisted and warped printing plates and electrotypes (either wood or metal mounted) in such a manner that the entire plate can be underlaid, brought up to type-height and made ready for printing in a very few minutes.

Cut the Cost of Make-Ready 50% or More

No visionary fly-by-night idea. It is a fact with the

TYPE-HI DISC PLANER

One of these machines in your composing room or press room will save hours of make-ready cost. Every cut is true to Type-Hi, even and level.

The machine itself is simple in construction, easy to operate, and cannot get out of order. Takes a cut, or a series of cuts, 13½ x 20 inches.

A most efficient machine for the small shop, and a necessity for the large plant.

Planes wood or metal. Is ballbearing and has micrometer adjustment. Write for full particulars.

Type-Hi Corporation, Syracuse, N. Y., U. S. A.

Exclusive Export Agents—PARSONS TRADING COMPANY—New York—London.

ENGRAVOGRAPHIA
STEEL AND COPPER PLATE ENGRAVING

To the Trade Prompt Service

The American Embossing Company
192-96 Seneca Street BUFFALO, N. Y.

PERFECTION QUOINS

The Modern Press Room Neccessity

J. Ruesch Printing Machinery Co.

MANUFACTURERS

485 Broadway Milwaukee, Wis.

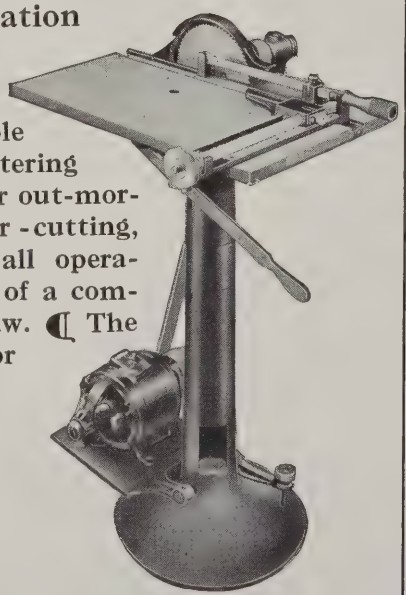
NEW AND REBUILT MACHINERY

CYLINDER PRESSES PLATEN PRESSES
PAPER CUTTERS FOLDING MACHINES
PUNCHING MACHINES PERFORATING MACHINES
WIRE STITCHERS CUTTER KNIVES
ELECTRIC WELDED CHASES

LACLEDE SAW and TRIMMER

MODEL B

Saws and Trims in One Operation



Equipped with the most rapid and simple method for mitering Can be used for out-mortising, under-cutting, mitering and all operations required of a composing room saw. ¶ The table is level for all operations. Column cannot clog up.

Powerful work holder

Write Dept. C for further information

LACLEDE MFG. CO. 119–121 N. First St. St. Louis, Missouri.

$50,000 would not buy my copy of the Ruxton Course

said a Toledo, Ohio, business man.* Fifty-one other men who took the same course two years ago were also asked to sell. *Only one copy* was available — the owner had died. Five of the men said:

"My Ruxton course in copy-writing is worth more to me today than when I purchased it." — G. B. T.,* — *Norwood, Mass.*

"I could not possibly think of parting with any part of the Ruxton Course." — J. M. B.,* *Brookyn, N. Y.*

"I would n't part with my Ruxton lessons under any circumstances." — L. C. V.,* *Seattle, Wash.*

"I should not care to part with it. I appreciate real worthwhile instruction when I see it." — E. A. W.,* *Detroit, Mich.*

"The Ruxton Course is the most valuable I know and is years ahead of all advertising thought of today." — H. D. C.,* *Chicago, Ill.*

Selling by the Printed Word

in every issue of THE PRINTING ART monthly is a similar course of instruction by Robert Ruxton including illustrated criticism of current advertising. It is absolutely different in treatment and principle from anything ever published. The cost of this department alone is very heavy, yet subscribers get it without extra charge — for the subscription price of the magazine.

The Printing Art is a large, beautifully printed monthly magazine averaging 100 pages (9¼ x 12¼). Its full-page illustrations are selected from the entire field of commercial art.

The articles in THE PRINTING ART are intensely practical and interest advertisers, business men, printers, engravers — all who use advertising and who sell by printed words.

We know that THE PRINTING ART is a big value because literally hundreds of business men (unasked) have told us just that — but everyone may decide for himself without obligation. Simply note coupon and act.

* Names given on request.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, containing Mr. Ruxton's lessons on writing selling copy. You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly, upon condition that, if at the end of three months I am for any reason not perfectly satisfied, you are to refund the entire sum without question, and I am to keep the magazines without further obligation.

Name_____

Street_____

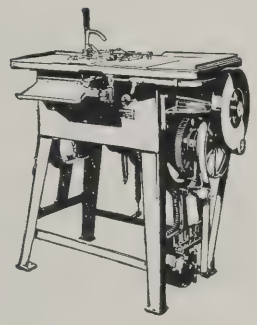
City and State_____

The Ludlow

Helps the Pressman

YOU pressmen are experts in your line. No machine has ever been invented that can dispense with your craftsmanship—none ever will be! In the pressman's paradise every form would be made up of new foundry type—but no shop this side of heaven ever did have all new foundry type for every job. Old, worn type is always present.

Ludlow Forms Always New—and Type High!



New foundry type may be ideal—while it is new. But after being used a few times some letters are still bright, new and type-high. Others are slightly worn, some badly worn and a few broken.

Ludlow typefaces are all new, all the time, year in and year out. Not a single worn face can ever creep in. Every letter is type-high—has to be, because it is part of a type-high slug.

Foundry types are dressed. Before you get them they are inspected, sorted, rubbed—and your employer pays the bill. Ludlow faces with your help can be made to print better, throughout the years, than any lay-out of foundry type ever installed.

Big types are scarce. That is because they cost so much. They cost so much because big sizes are slow to make. A large percentage are thrown out and the balance require a lot of expert dressing—at the foundry. Sorts casters do not make them.

Non-breakable slugs are a boon to the pressman. Even italic letters can't break. No letters can possibly pull out. No solid slug will ever cave in—and Ludlow slugs are solid.

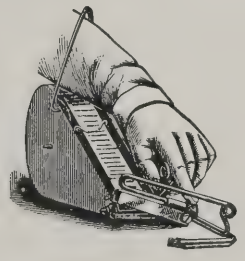
Low quads on slugs prevent smudge. Ludlow quads are nearly a pica lower than the typefaces.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.



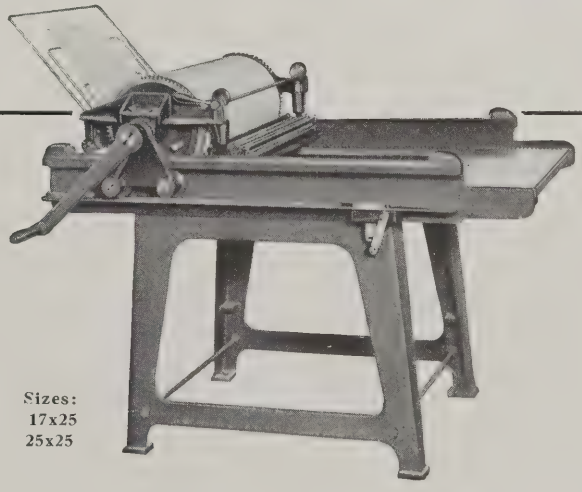
THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST. BUFFALO, N. Y.



Sizes:
17x25
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RIGID BED

Composing Room Cylinders

Used where Quality and Speed in taking proofs are most needed.

We can refer to the best known and most efficient printing and publishing plants in the world.

For full information address

THE VANDERCOOK PRESS

VANDERCOOK & SONS

Originators of the Modern Proof Press

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AMERICAN
Model 31

6 Wheels $18.00

AMERICAN NUMBERING MACHINE CO.

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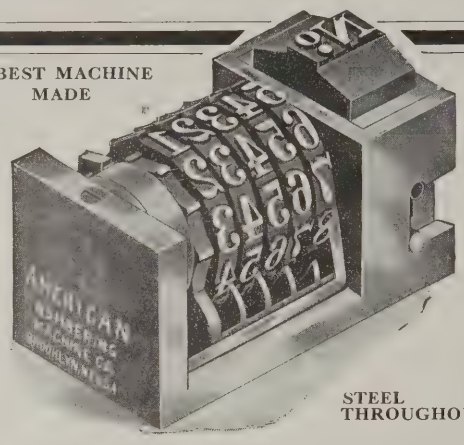

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AMERICAN
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5 Wheels $16.00

In stock and for sale by
DEALERS EVERYWHERE

Specify AMERICAN when ordering

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Here is a market-place for everyone—a convenient, economical, result-bringing medium—that will sell equipment for you, secure help, aid you to a new position, if you are seeking one; being buyer and seller together.

The rate is 25c per line, each insertion. Copy must be in the 20th of the month preceding issue, to insure insertion. Address all communications to National Printer-Journalist, Montgomery Bldg., Milwaukee, Wis.

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THE VAN BIBBER ROLLER CO.,
426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

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INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

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FOR SALE—One No. 401 Brown 3 Parallel Fold Machine, 30x42 in size down to 16x21. Good Condition. Half Price, $350.00. F. O. B. St. Joseph, Mo. Cash. W. M. BADGER, St. Joseph, Mo., Box 757.

EDITORIAL SERVICE

EDITOR WIDELY QUOTED PAPER OFFERS UNUSUAL daily service; high-class editorials, quatrains, paragraphs at low cost; gives paper prestige in wide territory; write for offer, but do it now to insure district franchise; you be judge. STERLING EDITORIAL SERVICE, BOX 15-B, CANTON, OHIO.

PRINTING SALESMAN WANTED

Wonderful opportunity to man with creative ability. Wide latitude given men to develop sales department for plant equipped to produce $250,000 annually. Southern city of over 350,000. Apply Unusual Opportunity, care National Printer-Journalist, Montgomery Bldg., Milwaukee, Wis.

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"EDITOR WANTED—Position is open for a man with newspaper experience as editor on an old established county-seat weekly. Well equipped plant and good field. Give qualifications and experience. Must have first class references." Dept. D., National Printer Journalist, Montgomery Bldg., Milwaukee, Wis.

BUSINESS OPPORTUNITY

$50,000 FOR $5,000; $10,000 FOR $1,000. EVER RECEIVE AN OFFER LIKE THAT?
WANTED: Party or parties to advance $1,000 to $5,000 to procure patents for several printing trade inventions of utmost importance and for their manufacture and sale. Easily manufactured; cost little; sell at good profit. Thirty-five years experience; save $25 to $100 per month in 2 to 5 man office; cost $2 to $25 to purchaser; time and labor saving; money refunded if profits are not satisfactory; all communications confidentially answered until bargain is closed. References. CHARLES JAGMETTY, 419 LONDON AVE., EGG HARBOR CITY, NEW JERSEY.

Cline Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE
Write Us for Further Details
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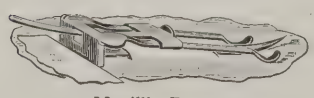

Megill's Patent
SPRING TONGUE GAUGE PINS

Megill's Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.
E. L. MEGILL, Pat. & Mfr.
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From Us or Your Dealer. FREE BOOKLETS

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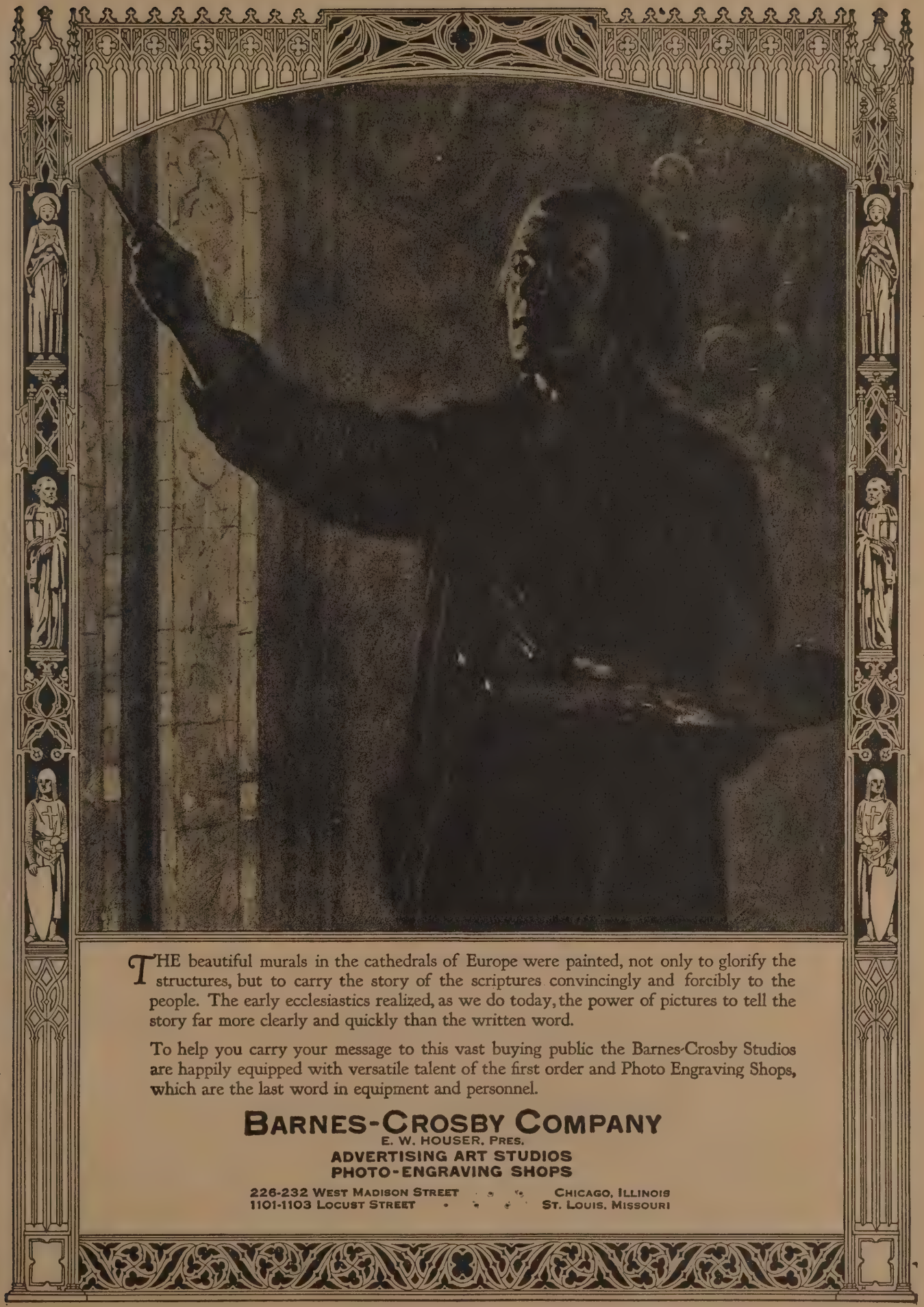
Megill's Patent
DOUBLE GRIP GAUGES



THE beautiful murals in the cathedrals of Europe were painted, not only to glorify the structures, but to carry the story of the scriptures convincingly and forcibly to the people. The early ecclesiastics realized, as we do today, the power of pictures to tell the story far more clearly and quickly than the written word.

To help you carry your message to this vast buying public the Barnes-Crosby Studios are happily equipped with versatile talent of the first order and Photo Engraving Shops, which are the last word in equipment and personnel.

BARNES-CROSBY COMPANY

E. W. HOUSER, PRES.

ADVERTISING ART STUDIOS
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THE BIG SCHEME OF SIMPLE OPERATION

THE LINOTYPE KEYBOARD

From Copy to Type by the Most Direct Route

THE designers of the Linotype at no time ask themselves, "will it be simple to build?" They only ask, "will it be simple to operate?" They have put into the Linotype every convenience of mechanism that can be devised to save the operator's time, to eliminate unnecessary movements, and to insure the maximum of production with continuous operation. On any Multiple-Magazine Linotype the operator can make a complete change of face and body without leaving his chair. Every control of mold and magazine is within easy reach. The layout of the keyboard brings the most used characters close together. The response is instant and unfailing.

TRADE LINOTYPE MARK

Every important speed record has been made on a Linotype

Composed entirely on the LINOTYPE *in the Benedictine Series*

NATIONAL PRINTER JOURNALIST

DECEMBER, 1922 — Vol. 40. No. 12

THIRTY-NINTH YEAR

Published by
Trade Press Publishing Co.
Milwaukee, Wis.

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Single Copies 20c

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A Monthly Magazine for Printers and Publishers

Typecast Ornaments

for Christmas and New Year

Designed by Carl S. Junge

Made in Two Sizes One and Two Colors
The smaller size is shown

No. 7250

No. 7257

No. 7253

No. 7256

Junge Christmas Decorators

Size as shown Font complete One Color Series 72A $3.40, Two Colors Series 722A $6.15
50% larger size Font complete One Color Series 108C 4.60, Two Colors Series 1082C 8.35

The larger ornaments are a fifty per cent enlargement over the size shown

No. 7255

No. 7252

No. 7260

No. 7254

No. 7259

No. 7261

No. 7265

No. 7266

No. 7270

No. 7267

No. 7268

Junge Christmas Decorators

Font complete One Color Series 72B $3.15, Two Colors Series 722B $5.75
50% larger size One Color Series 108D 4.35, Two Colors Series 1082D 7.80

In ordering Single Ornaments of the larger size use the last two figures of the above numbers and prefix with the figures 108—example: "Ship Junge Christmas Decorator No. 10850 one color." Specify whether one or two colors.

No. 7269

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Junge New Year Decorators

Size as shown Font complete One Color Series 72 $2.35, Two Colors Series 722 $4.00
50% larger size Font complete One Color Series 108 3.15, Two Colors Series 1082 5.45

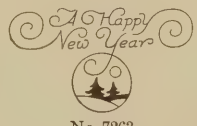
No. 7262

No. 7258

No. 2405

No. 2406

No. 7271



No. 7263

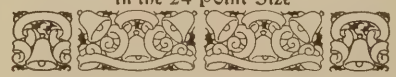
No. 7272

Heavy Border Design
as shown below in the 24 Point size

	ONE COLOR	TWO COLORS
12 Point 54 inches	No. 1328 $2.25	No. 1329 $4.50
18 Point 36 inches	No. 1869 1.85	No. 1888 3.90
24 Point 36 inches	No. 2477 2.40	No. 2493 4.80
36 Point 24 inches	No. 3667 2.40	No. 3677 4.80

No. 10855 One Color. No. 10855 2 Two Colors

Light Border Design
as shown around this Advertisement in the 24 Point Size



	ONE COLOR	TWO COLORS
18 Point 36 inches	No. 1868 $1.85	No. 1898 $3.90
24 Point 36 inches	No. 2476 2.40	No. 2503 4.80
36 Point 24 inches	No. 3666 2.40	No. 3689 4.80

The above cut is one of the larger size and will indicate the enlargement of all designs as compared with the smaller sizes shown. The increase is 50% in size.

Write nearest Branch House for Complete Specimen of New Holiday Decorations

Barnhart Brothers & Spindler

Founders of Superior Copper-Mixed Type

Chicago Washington, D.C. Dallas Saint Louis Kansas City Omaha Saint Paul Seattle

Border No. 2476

Set in Saint Paul Text

Old Council Tree Bond

Staunch as the tree it was named after and, like it, a landmark, both dignified and rugged, towering above its fellows.

Impressive but not aloof, friendly but not familiar, uniform as careful and efficient workmanship can make it, Old Council Tree is guaranteed to satisfy, the user to be the judge. White and six attractive colors.

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NEENAH 1873 QUALITY

NEENAH
PAPER COMPANY
Neenah, Wisconsin

Makers of Old Council Tree Bond, Success Bond, Chieftain Bond, Neenah Bond, Wisdom Bond, Glacier Bond, Stonewall Linen Ledger, Resolute Ledger, Prestige Ledger

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

Note the Tear and Wear as Well as the Test

GOSS

"COMET"

The Ideal Press for the Big "Little" Paper

(Daily, Semi-Weekly or Weekly)

Prints 4-, 6-, or 8-page newspaper from roll paper and type forms. Always reliable and dependable —no web breaking.

The original single-acting press in a class by itself

THE GOSS PRINTING PRESS COMPANY

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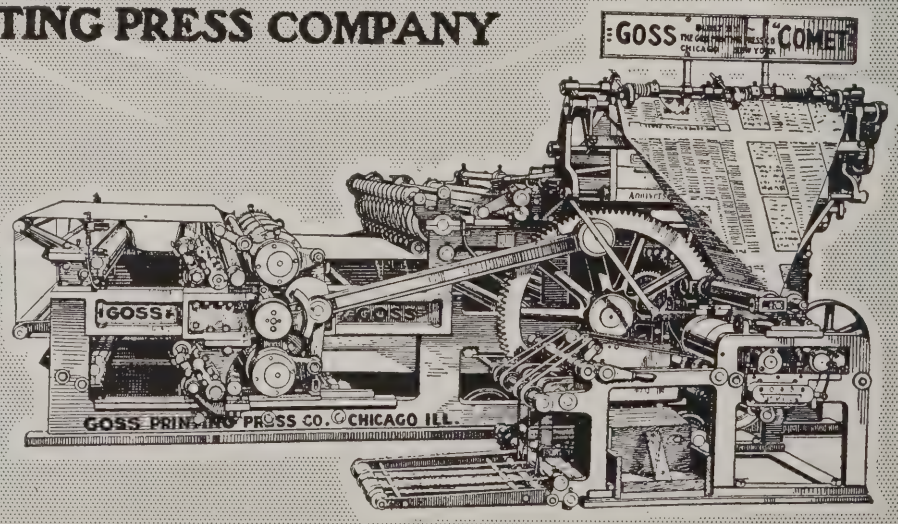
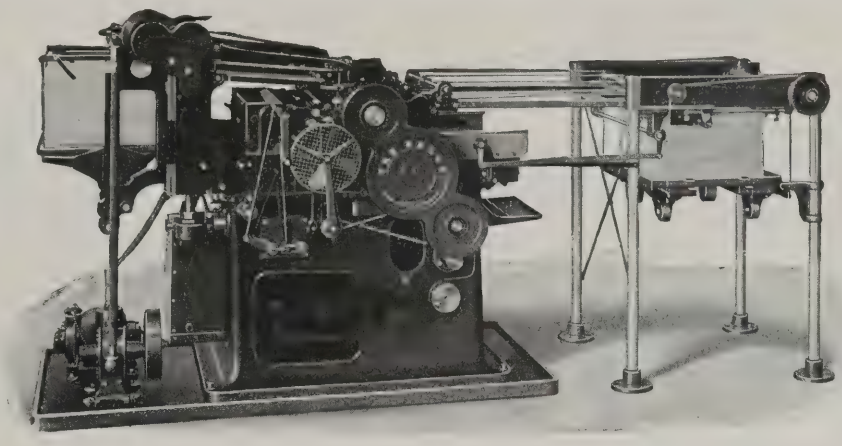
CHICAGO

New York Office
220 West 42nd St.





The Little Kelly Automatic Press with Extension Delivery

KELLY AUTOMATIC PRESSES

AT THE RECENT GRAPHIC ARTS EXPOSITION IN THE CITY OF BOSTON WERE AMONG THE LEADING FEATURES OF THE SHOW, AS THEY HAVE BEEN AT ALL PREVIOUS EXPOSITIONS

102,208 Letterheads in Eight Hours

STARTING promptly at the opening hour, Monday, August 28, a single Little Kelly, Style B unit (a part of our exhibit), continued constantly, consistently and without interruptions during the entire week, turning out an enormous quantity of excellently printed sheets, including an eight-hour run which produced 102,208 letterheads, cut from 25,552 sheets. This is double the total number of letterheads that could be printed in the same working time on any other small automatic bed and cylinder press shown at the exposition, and proves our claims for the Little Kelly as having unexcelled speed, and handling a larger sheet, doing more and better work than any other job press; this is only part of the story of Kelly superiority. Not a wrench was used for adjustment or a stop made for any mechanical cause during the entire week. This unparalleled performance at an exhibition greatly impressed every visitor. Kelly users, of course, were not surprised, as they are doing as well day in and day out in their own plants, and some of their runs have far exceeded our output at the exposition.

Let us tell you more about this working wonder of the pressroom; this Kelly printing, cost reducing unit, backed by eight years of success. Don't experiment.

American Type Founders Company

WRITE OUR NEAREST SELLING HOUSE

What Kelly Presses are doing for others they can surely do for you

All You Claim and Then Some

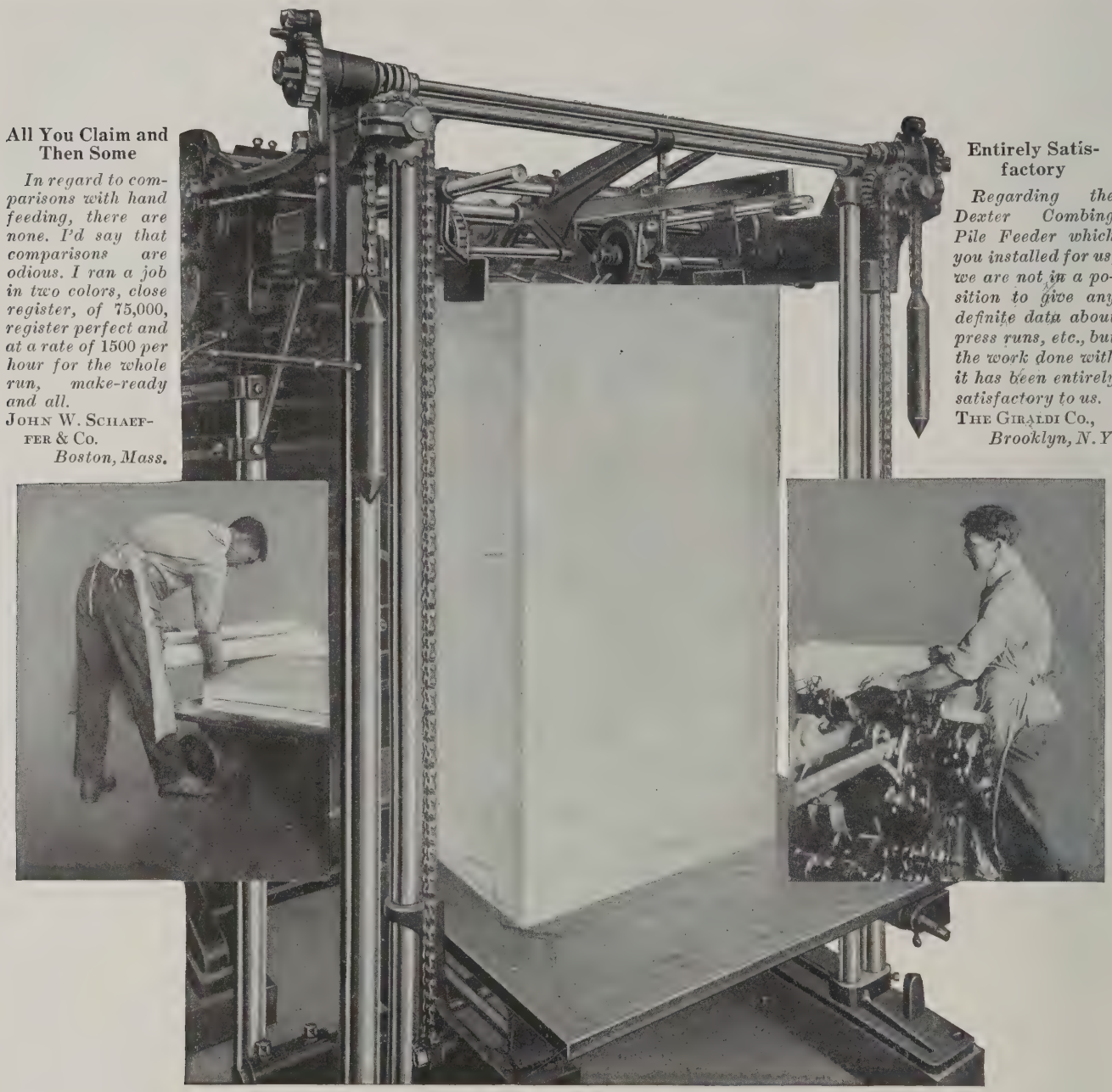
In regard to comparisons with hand feeding, there are none. I'd say that comparisons are odious. I ran a job in two colors, close register, of 75,000, register perfect and at a rate of 1500 per hour for the whole run, make-ready and all.

JOHN W. SCHAEFFER & Co.
Boston, Mass.

Entirely Satisfactory

Regarding the Dexter Combing Pile Feeder which you installed for us, we are not in a position to give any definite data about press runs, etc., but the work done with it has been entirely satisfactory to us.

THE GIRALDI Co.,
Brooklyn, N. Y.



Loaded Once a Day

The Dexter Combing Pile Feeder does away with 20 to 30 press stops and starts per day. You load the automatic feeder during make-ready time.

The elimination of getting lifts and feeding by hand means an extra output of from 20% to 40% when automatic feeders are installed.

We've a large and fast-growing list of users in your locality who will testify to the increased output and better register of presses equipped with the Dexter Combing Pile Feeder.

DEXTER FOLDER CO. 28 W. 23rd St New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA SAN FRANCISCO

Salesmen Wanted

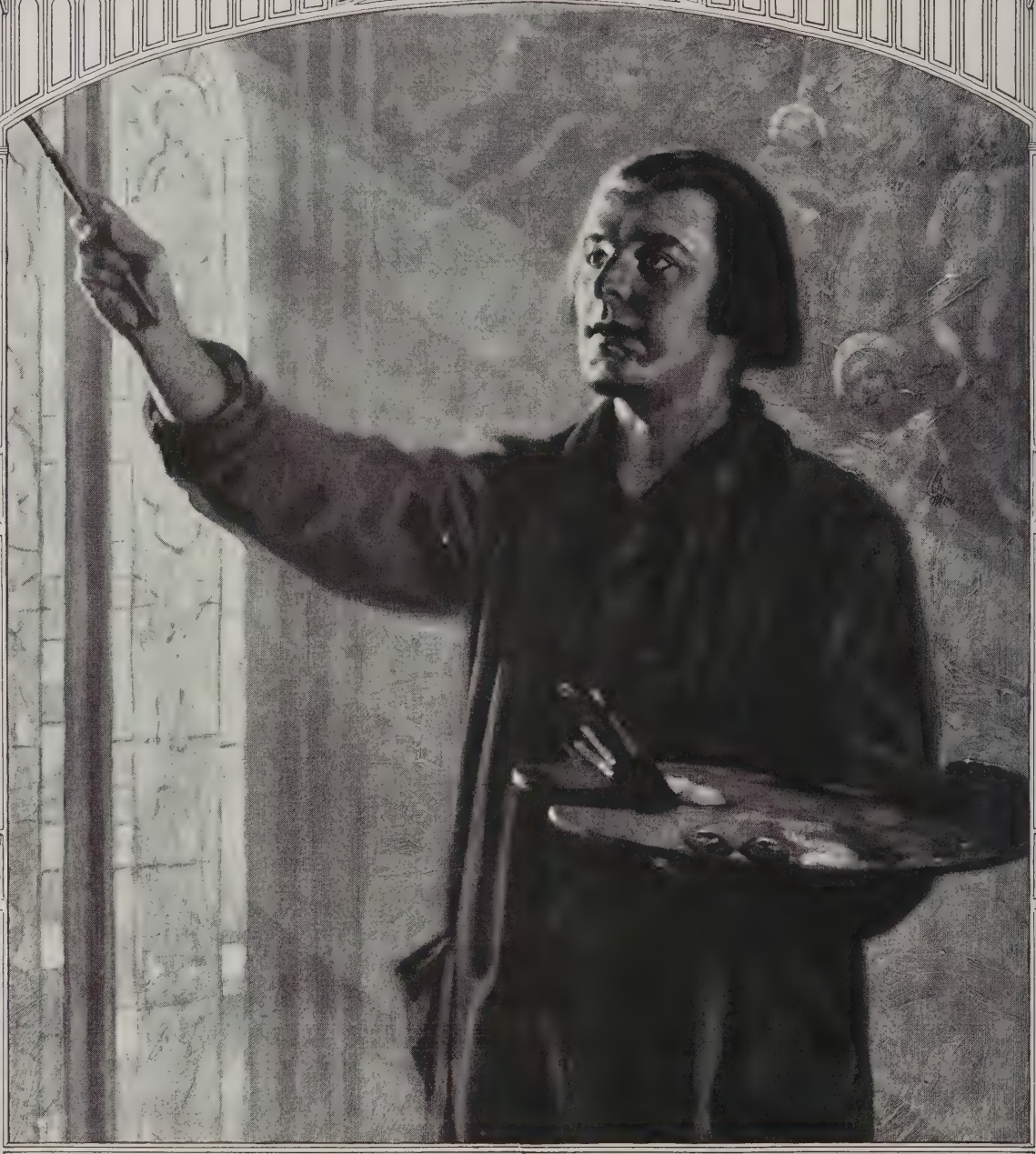
BECAUSE of the expansion of our business and the large number of inquiries received, we need several good men for our Sales Department. The men we employ should have the following qualifications:

1. **Good personal appearance.**
2. **Good education and good business ability.**
3. **Must be practical printer and must have extensive slug-casting machine experience both as machinist and operator in the immediate past.**
4. **Ability to carry out instructions and still use personal initiative.**
5. **Willingness to travel and be away from home several weeks at a time.**
6. **Applicants should be between the ages of 30 and 45.**

If you want such a position and are qualified to hold it, we shall be pleased to hear from you. All applications held in strict confidence and all will be answered.

Address
Department F

The Linograph Company
Davenport, Iowa, U. S. A.



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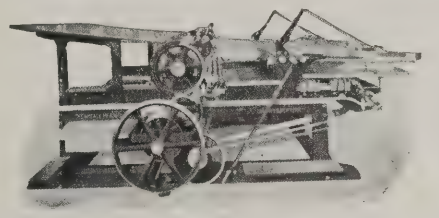
To help you carry your message to this vast buying public the Barnes-Crosby Studios are happily equipped with versatile talent of the first order and Photo Engraving Shops, which are the last word in equipment and personnel.

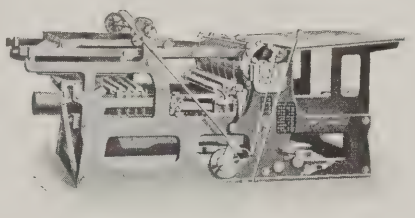
BARNES-CROSBY COMPANY
E. W. HOUSER, PRES.
ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS

226-232 WEST MADISON STREET • • • CHICAGO, ILLINOIS
1101-1103 LOCUST STREET • • • ST. LOUIS, MISSOURI

Johnsonized

We have at St. Paul, a very good stock of printing machinery that is thoroughly remanufactured and guaranteed for all practical purposes to be as good as new. JOHNSONIZED machinery, whether printing, binding or typesetting, carries an absolute guarantee against defective material or workmanship. The quoted prices include the services of a competent mechanic to superintend the placing and erecting in your office, and includes the instructing in the operating and proper care of the machines. It also includes all standard equipment that goes with new machines of similar styles. We try to eliminate all of the worries of the new installation from the customers shoulders by applying our own specialized knowledge and experience in a practical way.





One No. 1. Miehle, two revolution, Bed 39 x 53, four roller, front combination delivery, fly and sheet, highest grade job and book press $3700.00

One Whitlock Premier, two revolution, Bed 36 x 48, four roller, front fly and sheet delivery, modern job machine, good as new..$3500.00

One Century two revolution, Bed 30 x 43, four roller, front fly delivery, high grade job machine $2600.00

One Whitlock two revolution, Bed 34 x 47, four roller, front fly delivery.....$2600.00

One Whitlock two revolution, Bed 29 x 42, four roller, front sheet delivery printed side up...$2200.00

One Swink, two revolution, Bed 27 x 40 front fly delivery..$1650.00

One Babcock Optimus, two revolution, bed 29 x 43, four roller, front sheet printed side up delivery $2400.00

One Stonemetz, two revolution, Bed 25 x 33, air springs, front fly delivery.....$1250.00

One Pony Century, two revolution, Bed 26 x 35, front fly delivery $1700.00

One Century Pony two revolution, Bed 25 x 31, front fly delivery $1500.00

One Pony Campbell two revolution, Bed 23 x 30, front fly delivery, trip.....$1000.00

One Babcock Standard Drum, Bed 27 x 38.....$1200.00

One Babcock Express No. 3 Drum, Bed 24 x 31.....$1000.00

This is only a partial list of our stock. A complete list sent where requested. We also sell practically all of the new makes of printing and binding machinery, and supplies.

C. I. Johnson Manufacturing Co.,

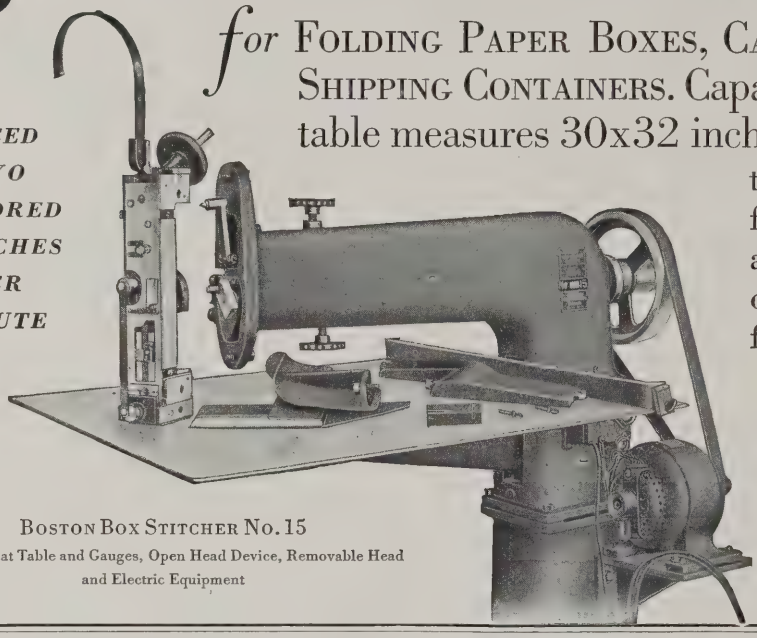
St. Paul, Minn.

Chandler & Price, Challenge and Golding Products.
Morrison Perfection Wire Stitchers.
Laclede and Miller Saw Trimmers.
Typesetting and Stereotyping Machinery.

BOSTON Box Stitcher No. 15

for FOLDING PAPER BOXES, CARTONS and FIBRE SHIPPING CONTAINERS. Capacity one-half inch; table measures 30x32 inches; ribbon wire up to No. 23; arm twenty-four inches long; right angle and parallel stitch; continuous feed device for cartons and containers. The Boston Box Stitcher No. 15 is a heavy and powerful machine, splendidly built and guaranteed by the manufacturer.

SPEED TWO HUNDRED STITCHES PER MINUTE



BOSTON BOX STITCHER NO. 15
Showing Flat Table and Gauges, Open Head Device, Removable Head and Electric Equipment

American Type Founders Company

General Selling Agent for Boston Wire Stitching Machines

SET IN MEMBERS OF THE BODONI FAMILY

Pioneers

Men with vision and courage to follow their ideals. Thus we visualize the pioneers of business and the world of art.

Artists who combine business vision with artistic skill, to illustrate your message, and Engravers who make possible the universal appeal of the Artists' creations are at your service.

The Artcraft Engraving Co.
6th floor Enterprise Bldg.
Milwaukee, ~ ~ Wisconsin

Insure Clean Print

Clean Spacebands Twice Daily—They Need It. Polishing Spacebands by Hand is Extravagance.

THE S & C Spaceband Cleaner cleans and assembles a set of *thirty* spacebands in *one minute*; and it cleans them uniformly and efficiently.

Any shop-hand can clean spacebands just as well as the apprentice or the mechanic. No special mechanical knowledge is required to operate the *S & C Spaceband Cleaner.*

It can be attached to any light socket and fits into any corner and takes up very little room. Net weight 73 pounds.

You assemble your Spacebands in the Feed Arm, turn a switch and the machine does the rest.

No need to guess — every single Spaceband has been cleaned thoroughly.

The S & C Spaceband Cleaner has been subjected to the most rigid tests under shop conditions.

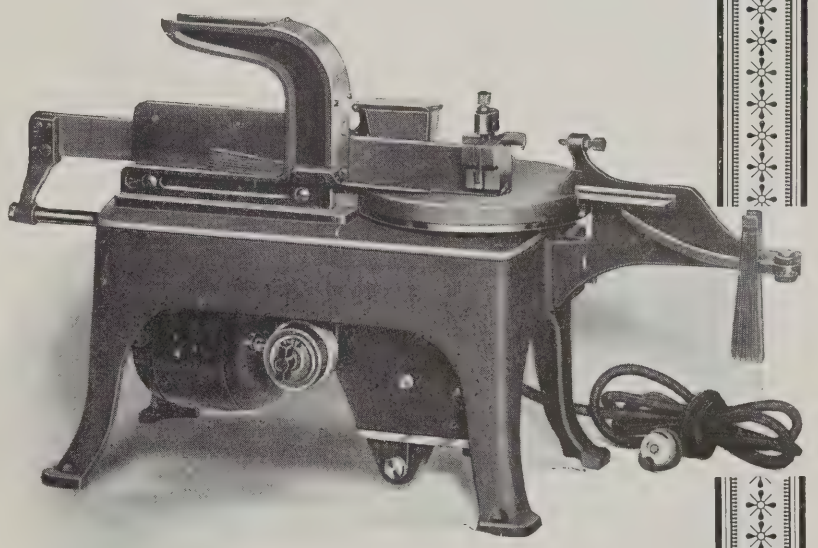
By regular and uniform cleaning of Spacebands your repair bills, matrice and spaceband purchases, are materially reduced.

THE initial cost is small compared with the saving on one item alone — actual working time.

If it cost you FIFTY CENTS a day to clean your Spacebands, and if you cut your working time by half, *it equals a ten per cent return upon a Nine Hundred Dollar annual investment.*

How many of the larger plants can clean Spacebands as they ought to be cleaned for One Dollar a day?

Suppose you could get an S & C Spaceband Cleaner for a modest investment that would more than pay for itself the first year; that would last a life time; that is adjusted to fit any Spaceband without further regulation; that works like a watch; that has been tried by the most skeptical shop mechanics and received their unqualified indorsement and which is sold under an absolute guaranty to be really what we recommend it to be — would you be interested?



Change a Dirty, Monotonous Trial Into a Pleasant Duty

by cleaning your Spacebands with a machine that was designed by the foremost mechanics in their line to meet a shop exigency which was not provided for by the makers of typecasting machines.

Interlino Company

1017 Majestic Building
Milwaukee, Wis.

Made by the BADGER MACHINERY CO. 270 Fourth St.
MILWAUKEE, WIS.

Fill Out the Coupon Below

and mail it. We will forward you descriptive matter of the S & C Spaceband Cleaner— a necessity to operators of Linotype and Intertype machines.

INTERLINO COMPANY,
1017 Majestic Building,
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Firm _____

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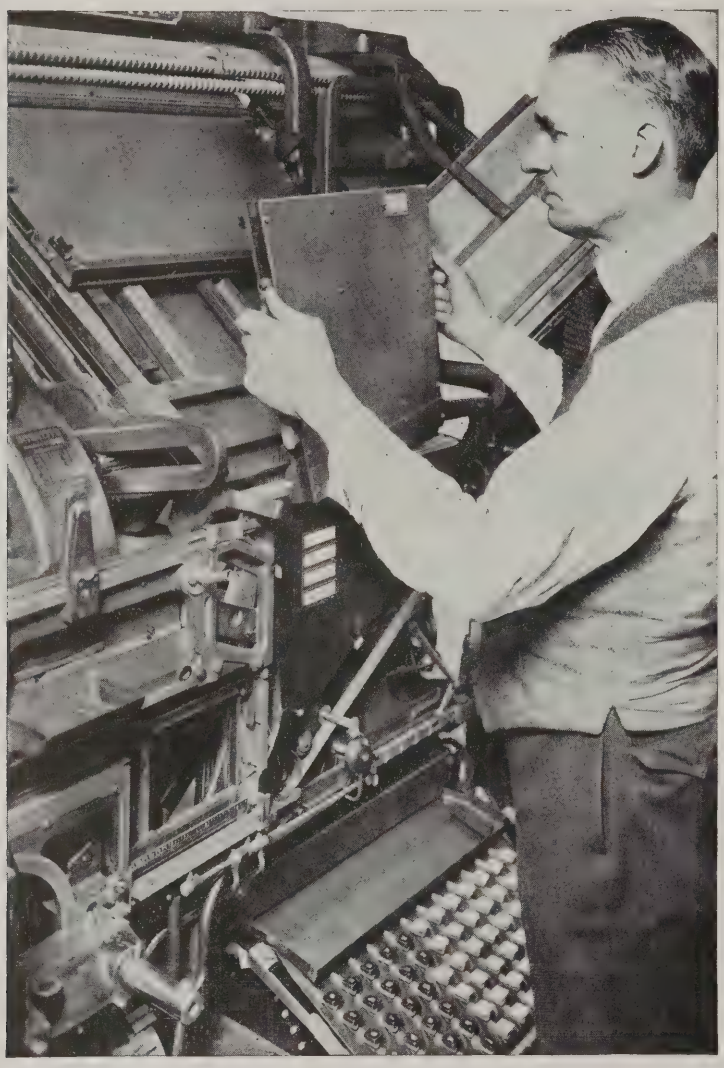
12th Reason WHY the INTERTYPE *IS* "The *Better* Machine"

This is the twelfth of a series of practical talks on Intertype features. More will follow. Watch for them!



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Small fonts of matrix faces, especially the larger Intertype sizes up to full width 36-point bold and 60-point bold condensed, can be stored in Intertype Split Magazines and used very profitably for job and display ad composition.

The cost of such Intertype equipment is moderate, and it saves many hours of expensive hand composition.

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National Printer-Journalist

Vol. 40. MILWAUKEE, WISCONSIN, DECEMBER, 1922. No. 12

Teamwork Between Farmers and Press

Weekly Big Factor in Bettering Agriculture Where One Industry Has Prospered, Salutary Effect Is Reflected in Other Industries

"AGRICULTURE needs the power and influence of the press, and just as certainly the press needs agriculture."

It takes a lot of pounding and preaching to drive some ideas into the head of old General Public, and this is one of the messages that Andrew W. Hopkins, head of the department of agricultural journalism at the University of Wisconsin has been pounding with for some 20 years.

Prof. Hopkins is an apostle of agriculture for Wisconsin. There is scarcely a country editor in the state who does not know him or has not heard him preach the gospel of better agriculture and more co-operation between the farm and the press. His views on the independence of the farm and the newspapers are epitomized in a booklet on Agriculture and the Country Press, just published by the agricultural extension service of the university.

"Wisconsin's past has been built upon its agriculture," said Mr. Hopkins. "Its future will rest in an equal manner upon the improvement and development if its fundamental industry. It would be a fatal mistake to push the commercial development of the state at the expense of its agriculture.

"But when all is said it is apparent that if we are to have a better America, a happier and more prosperous America, the agricultural leaders including the community editors who see the needs of the farm and the farmer, must team together.

"There are a few greater journalistic opportunities than will eventually be found in the rural field. Agriculture is and unquestionably will continue to be the dominant industry of our country. Rural America is still in the making and the community newspaper may become one of the greatest factors in making a bigger and better America."

The country press has had worldwide influence, Mr. Hopkins said, and as an outstanding example cites the case of one Wisconsin weekly, The Jefferson County *Union*. This weekly, he said, which was founded by the late W. D. Hoard, former governor of Wisconsin, made a tremendous impression upon the agricultural interests not only of its county and state, but of the nation and the agricultural world as well. It was through the medium of his weekly that Gov. Hoard helped to lay much of the foundation for Wisconsin's leadership in dairying, Mr. Hopkins said.

In Wisconsin, as in most states, the typical country newspaper is published in a town or village of from a few hundred to several thousand population, he points out. Of the 371 weeklies published in and serving the state, 86 are issued in places ranging from 2,000 to 5,000; 165 in villages of less than 1,000; 82 in centers of from 1,000 to 2,000; 24 in towns of 5,000 to 10,000; 12 in cities of from 10,000 to 50,000, and two in Milwaukee. This distribution is said to be quite similar to that of the more than 10,000 country weeklies of America.

Of the state's 45 dailies, five are published in cities of 50,000 or more; eight in places of from 25,000 to 50,000; 15 in towns of 10,000 to 25,000; 14 in centers of from 5,000 to 10,000; and three serve communities of under 5,000 population.

In this connection it will be of interest to run over the latest available data on the distribution of the newspaper press of the United States, as to sizes of communities from which issued. In towns of less than 1,000 population, there were: Dailies, 1; semi-weekly, 13, and weekly, 4,683. Towns of 1,000 to 3,000: Daily, 85; semi-weekly, 115; weekly, 3.729. Towns of 3,000 to 5,000: Daily, 210; semi-weekly, 94; weekly, 1,174. Towns of 5,000 to 10,000: Daily, 528; semi-weekly, 111; weekly, 759. Towns of 10,000 to 25,000: Daily, 562; semi-weekly, 54; weekly, 458. Towns of 25,000 to 50,000: Daily, 228; semi-weekly, 18; weekly, 132. Over 50,000 population: Daily, 407; semi-weekly, 16; weekly, 339. Totals for the United States: Daily, 2,021; semi-weekly, 421; weekly, 11,274.

Handsome New Home of Polk County Record, Bartow, Florida—a monument to the belief of a successful publisher in his community.

In Tune With Type and Town

Polk County Record, Bartow, Fla., Proves How a Newspaper Can Wield Baton in an Appreciative Community

By Norton James
Staff Correspondent, National Printer-Journalist.

THERE is an anatomy and physiology of journalism as well as a psychology, and every printer-journalist may well wake up to this truism, and be a diagnostician and surgeon, according to J. G. Gallemore, chief owner of The Polk County *Record,* published twice a week at Bartow, Florida.

"A newspaper has a heart, as well as a head; a nervous system, as well as a circulation system. Its heart must be fed that it may distribute; its nervous system must be guarded that it shall be the sensitive center of its entire community, if the whole shall function normally.

"New heart and new life is given The *Record* constantly. A climax came recently when we opened our new building, through the good will and interest shown by our community. New energy and determination is inevitable in the makeup of a paper when the readers show a possessive interest. It is the printer-journalist's task, as an anatomist diagnostician, surgeon and psychologist to see that this interest begins to function, that it functions well and that it continues to function."

When Mr. Gallemore said this, the other day, he was in an earnest mood—such earnestness, however, which is impressed with the soul of a great lover of journalism and fine printing, and a reflector of the charm of the Southland of America. His words and his inflections were not the strident, crisp, staccato of this word picture as it may strike the interested reader of these lines.

Then, there is this thing of charm, Music. It is with some hesitation of not putting over the right, the exact import and meaning, that it is here set down that The Polk County *Record* of Bartow, Florida, literally is an organ. Hastily it is added that this means something as follows: Bartow is a center of home-making and musical enterprise, and that is because of The *Record;* ergo, The *Record* is what it is, because Bartow is what it is.

When the people of a community as small as Bartow—Uncle Sam measures it by the figure 4,800 population—hear as good grand opera as only the large cities ordinarily boast of, the foregoing will stand as well and fully explained.

Right now The *Record* is hammering away on this topic. Having definitely assisted in making Bartow a beautiful community, and succeeded in making its citizens stand up and affirm steadfastly that Bartow is "the" town of its section of the state, The *Record* has faith that it will again win a permanent victory, so that it can go on to the next thing to be done. It aims to clinch the town spirit by promotion solid and lasting foundation therefor.

Much is made of these things in this article, so that other printer-journalists of America may find a word of encouragement, if not advice, amidst the growing realization that the local newspaper must make the town, so that the town will "make" the newspaper. And, now to more intimate facts about The *Record,* about its new plant, equipment and business methods.

Ups and Downs of 40 Years

More than forty years ago, a wisp of a newspaper was born in Bartow, known as The *Courier.* Then came The *Informant.* A consolidation followed, largely by force of necessity, and the Bartow *Courier-Informant* ventured its weekly appearance, somewhat timidly and again just a bit breathlessly, like a fellow whose race is getting too long for his chest capacity. Two or three other papers came along. The infant mortality of Bartow's newspaper history became high. Somehow and somewhere in this history The Polk County *Record* managed to cling to life and keep the press oiled up and running. It started something like twenty years ago. Its early history is dim. S. S. Savage was the owner and editor—and everything else, too, in the way of personnel—when Mr. Gallemore bought the outfit.

"They told me The *Record* had never missed an issue," said Mr. Gallemore, reminiscing, "but what-

1-5—Offices
6 and 7—Lavatories
8—Alleyway
9 and 10—Linotypes
11—Linotype dump and proof press
12—Saw
13—Stock cabinet
14 and 15—Stones
16—Power Cutter
17 and 19—Stock Cabinet
20—Pony cylinder
21, 22 and 23—Type cabinets
24—Folder
25—Stone
26—Perforator
27—Dry rack and table
28—Stone
29, 30 and 31—Platen presses
32—Cylinder press
33 and 34—Stereotype room
35-38—Stones
39 and 40—Correcting tables.

ever truth there is in that, it certainly came very near doing so a good many times. Since 1911 she has fired regularly." Southern editors still refer to newspapers in the feminine gender, just as the Great Lakes sailor refers affectionately to a good old boat.

In 1919, The *Courier-Informant* was purchased from Frank K. Anderson, now of Tampa, Florida. In January of 1922, after The *Record* had accomplished many things which had seemed impossible, A. J. Trueblood came with the paper as part owner.

"The people of this county have certainly stuck to us through thick and thin," mused Mr. Gallemore, and Mr. Trueblood smiled the smile of a loyal, understanding partner. For The *Record* is a community's organ entirely in tune. In its trio is also Miss Gail Binkley, associate editor.

In the New Building

The *Record* publishes Tuesdays and Fridays. Its new building pictured with this article, is located on the most desirable corner in the town, Central avenue and Summerlin street. It is of buff pressed brick, two stories, with ground dimensions of 50 by 75 feet. The plant occupies the first floor, and the Polk County Citrus Exchange the upper floor. The structure was erected under a ninety day contract and finished in September. Little of the old machinery has moved into the new plant. A new No. 14 Mergenthaler linotype, a power paper cutter, automatic feeders and other appliances have been added and are being installed. The accompanying blue print tells the story for the technical eye.

The housewarming of the new plant was very plainly an event of 100 per cent community interest in Bartow, and that means what it says. Appended is a part of a report of this splendid occasion written by a Bartow townsman, not in any wise connected with the paper, and consequently significant of the remarkable interest which the town has in its paper, as well as of the thoroughness with which the *Record* folks carried off the event. The owners are frank to say that it did not "just happen." There was much preparation. Plainly, it was well staged. But, read for yourself.

An Unusual Housewarming

"The popularity of the Polk County *Record* force and the pride which Bartow people have in that paper's new building were displayed by the large company which called there in response to the open invitation to a "Housewarming Dedication." The arrangements for the evening were most pleasant and the visitors enjoyed them fully, using the opportunity to inspect the commodious rooms, to congratulate Editor J. G. Gallemore and his co-workers and to greet other callers.

"The editorial offices were decorated with many beautiful flowers which had been sent in by *Record* friends, among them a very handsome basket of roses which came from the wholesale paper houses in Jacksonville. Mrs. J. G. Gallemore, Mrs. A. J. Trueblood, Mrs. C. H. Walker and Mrs. G. M. G. Johnson received the guests near the front entrance of the editor's office, while Mrs. George Ellis, Miss Kathryn Peirce, Miss

Charlotte Varn, Miss Jessie Burkholder and little Miss Susan Tribble served fruit punch and wafers from a table in the inner office, and the Blackburn orchestra of Lakeland furnished excellent music. Messrs. Gallemore, Trueblood, Tribble and T. M. Burkholder were occupied with directing the interested visitors through the building and explaining some of the mysteries of press and linotype and other complicated machinery.

"Later in the evening, two vocal quartettes arranged for by Miss Gail Binkley were sung by local singers Rev. N. E. Smith, pastor of the Associated Reformed Presbyterian Church then made the dedicatory address, speaking of the high mission of the modern newspaper. Rev. A. A. Craig of the Presbyterian Church, Rev. R. E. Reed, of the Baptist Church, and Rev. J. H. Davet of the Episcopal Church each followed with words of congratulation for the *Record*. Mayor R. B. Huffaker for Bartow spoke of the valuable asset that the paper is to the town, and of the promise that it has for even better service with so fine an equipment. Miss Florence Edward, expression teacher at Summerlin Institute, then entertained the company with a well rendered reading. * * *

"The lower floor has three editorial offices. The other large room holds the mechanical department equipped with two linotype machines, modern press and paper cutter and other things necessary for a newspaper establishment. All are of the very latest and best manufacture and are arranged with unusual conveniences and lighting facilities. The building which has been occupied but two weeks cost something over $30,000 and is undoubtedly one of the best newspaper plants in a town of Bartow's size that can be found anywhere."

PROPER PAPER FOR OFFSET PRINTING

Offset Printers Declare Much Is Yet to Be Desired Before the Ideal in Papers Suitable for Offset Work is Attained.

REFERRING more particularly to the paper for offset printing, W. Gruenewald in the *Papier-Zeitung* suggests that one of the chief advantages of the offset process consists in the ability to use rough papers and still produce such fine pictures as are possible by other printing processes. As rough paper is much cheaper than calendered or super-calendered paper, from the printer's point of view, the paper question is the deciding factor in the more extensive adoption of the process. In offset printing a fairly rough paper is preferred because smooth paper is sucked so tightly on to the rubber cylinder that either the paper or the picture may easily be damaged in separation. Even with comparatively rough paper, the difficulty of taking off demands a fairly strong paper, with long fibre. A well-closed sheet with not more than 15 to 18 per cent loading, which must be well bound and sufficiently well sized, will best please the offset printer. Better offset papers, like litho. paper, must be at least three-fourth sized, so as to render it not only immune to water damage, but to prevent dusting during printing and too rapid blotting of the ink. The offset printer fears dust and a knotty surface above everything, for in a very short time the loading material is deposited by the rubber cylinder on the plate, which is scoured down and is rendered useless, or the rubber blanket may be damaged, otherwise paper of any fibre composition may be utilized.

All papers of any composition which are sufficiently sized, have a close enough make to prevent dusting or lifting, and possess sufficient strength to withstand the strain of running through the press, are suitable for offset printing. In addition, a certain roughness is required, which may vary between lightly calendered to a fairly rough machine finish and even to paper of coarse grain. It will be readily understood, in view of the delicate character of the rubber blanket and plates, that this desirable roughness does not give one a free hand to produce all sorts of unevennesses, uncleanness, or the characteristics of sandpaper.

In regard to the foregoing, a practical offset printer is of opinion that the paper maker does not yet devote the necessary intelligence to this process. Truly paper may be rough and also poor in quality, but it must be free from loose particles on the surface, for such particles cling to the rubber blanket and injure both the plate and the rubber. These are further injured by the repeated washing which becomes necessary. It is to be hoped that the manufacturers will give these points necessary attention. Almost any paper can be used. From rough and hard papers a printing plate will give a good picture, but thin, super-calendered, mechanical wood papers are most difficult to print.

It is easy to get trouble with cheap papers having poor loading material and a big percentage of ground wood made on fast running machines. One sees, therefore, that any or every grade of paper is not necessarily suitable for offset printing, although in general the paper maker can produce suitable paper without difficulty.

Using Carrier Boys to Good Advantage

Carthage, Mo., is a town of 11,000 people, and the twenty-five carrier boys of the *Evening Press*, the leading newspaper, cover the city thoroughly. The Press has a job printing department which has strong competition from several local job shops. Scattered through the residence district of the town are a large number of small grocery stores, some of which change ownership rather frequently. Each change ordinarily calls for new counter tabs, bill heads, envelopes, etc., and recently the *Press* decided to utilize the services of the twenty-five carrier boys for obtaining prompt information of changes in these stores. Five cents was offered for every report of a new grocery or a change of ownership in an old one and the plan has worked admirably. The solicitor from the *Press* shop usually has an opportunity to see the new proprietor long before the competing job shops have any idea there is a new proprietor to see.

Kelly Bill Conference Starts at Capital

The American Publishers Conference, Washington, began a meeting at the national capital on December 4, to consider ways and means for furthering the passage of the so-called Kelly bill which proposes the reduction of the present postage rates on second-class matter from the rate in effect July 1, 1921, to the rates in effect July 1, 1919, without affecting the free-in-county privileges or the existence of the zone system.

The bill, which was introduced by Congressman M. Clyde Kelly of Pennsylvania, has been in the hands of the House Post Office committee.

Representatives of practically all newspaper and publishers' associations attended the meeting.

MAKING READY ON CARDBOARD

Rules to Be Observed if Best Printing Results Are to Be Obtained on Various Grades of Stock.

MAKING ready forms to be printed on bristol board or postcard stock should be done in about the same manner as making ready a light form to be printed on paper of similar surface. It used to be considered a rule, unwritten, of course, that sometimes during the process of making a job ready, the pressman should pull an impression either on the job's own stock or with a sheet of this paper underneath the S. & S. C. sheet which he is to mark out. We cannot see the necessity of this although we do agree that at some time during the marking out of the sheet on certain work the pressman should pull an impression, not too heavy, on the job's own stock and when marking out on his S. & S. C. sheet he should refer to the impression as shown on the job's own stock. The reason for this is that some units in a form require more impression, relatively speaking, than the other units. By this we mean that a solid, for instance, when being printed on coated stock may require only one patch to bring it up sufficient to print well, but on bond paper or uncoated paper it may require two or three patches to make it show up correctly. This is the reason why on some kinds of paper it is advisable to pull an impression on the job's own stock for reference purposes, or rather for comparison so as to know how to take care of the various units of the form.

We do not believe it is necessary to use a sheet of cardboard under the S. & S. C. when pulling an impression for marking out and would recommend that you try another system. Use a little more packing on your press in the beginning so that it will not be necessary to pull the markout impression on too many sheets, because when too many loose sheets are used you have a more or less soft packing and this does not give you right results for making ready on cardboard. Two sheets under your draw sheet makes the packing harder than two sheets on top of the draw because the draw sheet is harder than the S. & S. C.

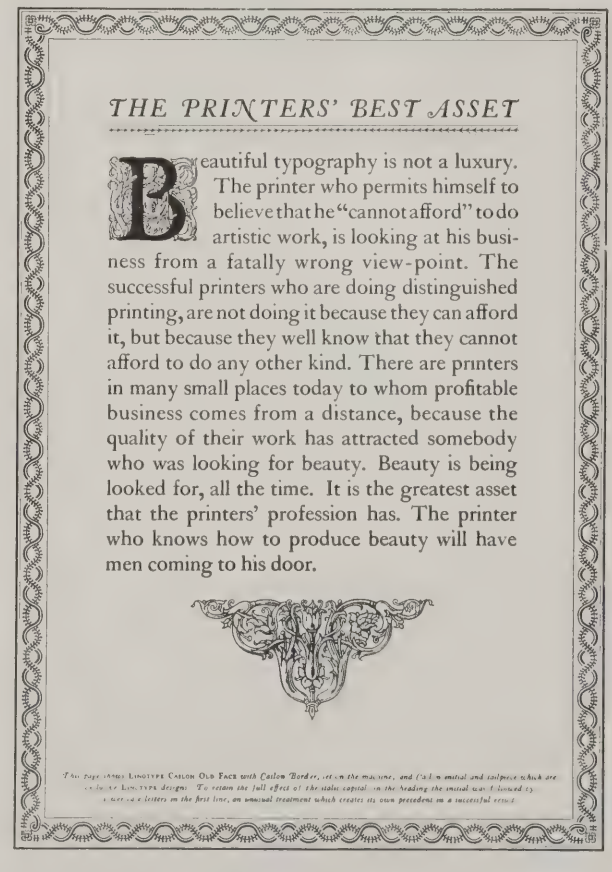
It is always an easy matter to drop one or two sheets from your packing and this should be done in preference to using the cardboard or in preference to using more than two or three sheets on which to pull the impression that is to be marked out.

You, of course, will underlay your plates carefully because this is a prime essential in all kinds of work and especially when printing on cardboard.

Now the only reason we can present for advising you not to use the cardboard when marking out is this: Extra heavy papers and cardboard vary in thickness more than S. & S. C. paper, especially the thin sheets of S. & S. C. You can see by this that you are not getting the accuracy in marking out when you use cardboard as you would get when using a few extra sheets of S. & S. C. under your draw sheet, and since the cardboard does not vary uniformly but one sheet may be of even thickness and the other low in spots that you are making out to an impression that is not true. Another thing to be remembered is that good manila tympan paper (draw sheet) is supposed to be, and will usually be found, more uniform in thickness than a sheet of ordinary paper of the same weight or thickness. We would caution you, however, not to slight underlaying as this is important.—*American Pressman.*

Profitable Advertising

Postmaster Chas. M. McCabe of Nashville, Tenn., seems to be a literary chap and a practical man as well. Recently he sent out a trade extension letter, showing the merchants of Nashville how they could reach the neighboring farmers with their advertising. A thousand people read the letter, but only one man tried it out. He spent three hundred and twenty dollars in postage, placing an eight-page folder in every rural box within a hundred miles of Nashville, without knowing the name of a single addressee, simply addressing them to box and route number. The following week the department store advertised did the largest business in its history. The printer got a big job, the railroads were helped, the post-office and express companies profited by delivering the goods, and the rural people were given an opportunity for judicious purchasing of seasonable merchandise. But the main idea of the extension letter was to benefit the post-office, and here is how it profited: As the firm used a postal mailing permit there were no stamps to cancel. As the mail to each rural route was tied in separate bundles there was no distribution to make. No one but the rural carrier handled this mail; therefore, the Nashville post-office boosted an idea that brought in three hundred and twenty dollars in revenue with a negligible cost of handling; also, profiting in the delivery of parcels from the sale.


THE PRINTERS' BEST ASSET
Beautiful typography is not a luxury. The printer who permits himself to believe that he "cannot afford" to do artistic work, is looking at his business from a fatally wrong view-point. The successful printers who are doing distinguished printing, are not doing it because they can afford it, but because they well know that they cannot afford to do any other kind. There are printers in many small places today to whom profitable business comes from a distance, because the quality of their work has attracted somebody who was looking for beauty. Beauty is being looked for, all the time. It is the greatest asset that the printers' profession has. The printer who knows how to produce beauty will have men coming to his door.

A TRUISM is aptly expressed in the above pleasing bit of good typography, from one of the composing machine manufacturers, which should be patent to all printers. Good work and traceable results go hand in hand. One begets the other. All printers are in business for one thing—profit. Permanentaly profitable patronage can only be secured through the rendition of permanently satisfactory service. Good paper—good typography—good printing—there you have a triumvirate that will fuse into an alchemy the potentialities of which should be apparent to all hand printers.

The Newspapers of Chinatown

Denizens of New York's Chinese Section Keep Informed Through Three Papers Issued in the Shadow of the Metropolis Celestial Activities

By JAMES MARSDALE

WHEN you visited New York city as a tourist, of course you made the conventional trip through Chinatown. Maybe it was in the days of "Chuck" Connors on a conducted trip, or in these days when you took the night bus, adorned with its suggestive Chinese lanterns, and kept close to the huddled group of rather apprehensive appearing sight-seers who followed the guide and gaped attentively while he unloosed his oratory, filled with creepy descriptions of the several "staged" features en route.

First page Make-up of the "Breath of the People," which is the translated title of this popular paper.

Then, unless you were blase from much previous travel, you returned home to answer in the affirmative the queries as to whether you had "done" Broadway, "the Drive," the Aquarium, the Woolworth building and—O, yes—you had seen Chinatown.

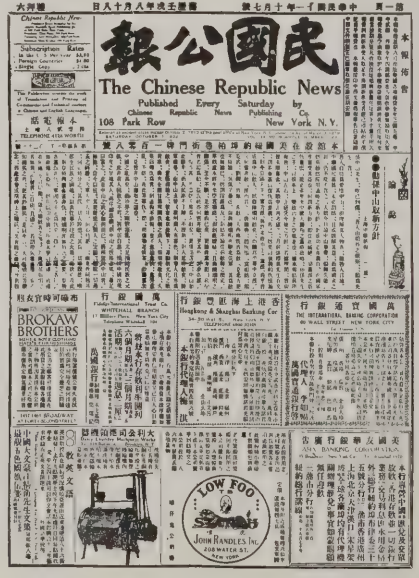
Well, you did see Chinatown—about as the small boy, who lacked a ticket of admission, saw the circus—from the outside.

There is rather a better way to see New York's quaint Oriental section. This consists of a personally conducted informal tour made solely by yourself. You will need neither guide nor guard. You will see many things which the average tourist overlooks and get a far more intimate insight into the commercial life of this transplanted race, which, to the casual observer, seems a group of mysterious silk-clad and slippered humans, but which is in fact an interesting group of men who, although their modes of living may be different, still think quite as do the rest of us.

Perhaps you will come upon the vendor of fruits and sugar-cane at the corner of Pell and Doyers streets. You will note in a box attached to the stall some Chinese printed matter, and if you are interested enough, you will pay fourteen cents and receive a copy of the *Chinese Reform News, Chinese Republic News* and *Mun Hey Weekly.* Perhaps I should say that you will receive these papers if the vendor has sufficient confidence in your motives for purchasing. For be it known that there is a bit of political tangle in this section, and the visitor naturally is received with some suspicion if he attempts to become too familiar and too intimately interested in affairs which there is no logical reason to assume affect him.

It was for this reason that I made myself acquainted with Mr. Edw. F. Marwin, which is the Anglicized name of a well educated and traveled young Chinese business man who is well known in the section. Mr. Marwin very kindly consented to procure copies of the papers and it was evident, from the consultation held among a group of Chinese before I secured the papers, that the reason for my interest had to be duly explained. Further, Mr. Marwin thought it discreet to suggest that in discussing the papers we select more propitious surroundings and we therefore repaired to a soda fountain on the once famous Bowery, where he kindly outlined the histories of the papers.

The *Chinese Republic News* is a ten-page publication issued every Saturday from 108 Park Row. This paper was established by the disciples of Dr. Sun and represented his interests and policies. It still follows the same principles and has a considerable following among the political adherents of the party.


The Chinese Republic News
Published Every Saturday by Chinese Republic News Publishing Co.
108 Park Row New York N.Y.
BROKAW BROTHERS
LOW FOO

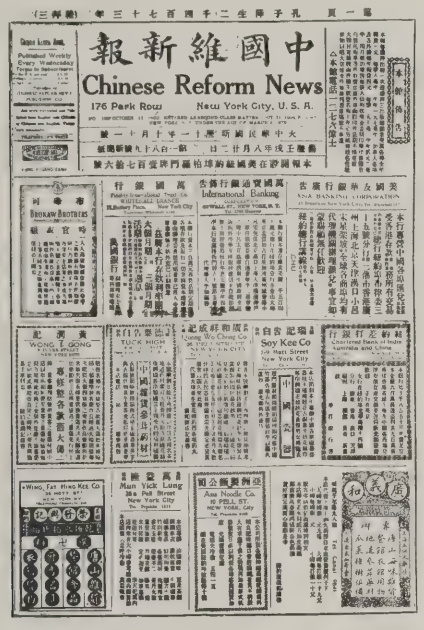
This sheet may not be easily legible to most of us but the make-up looks well.

Two years later came the *Chinese Reform News* published at 176 Park Row, and which represented the more radical principles of Yuan Shi Ki. This paper appears every Wednesday. Thus two factions were represented and, as is usual in such a political situation, a third group grew and sought expression.

It was felt by many of the Chinese that neither of the papers represented their entire interests. The more strictly progressive and somewhat socialistic members of the race in New York City were turning from the old party and needed a medium of expression

and the interchange of information which they believed was not procurable through the other papers.

Thus was developed the *Mun Hey Weekly,* a newspaper of an average eight-page size which appears regularly from 16 Pell street in the very heart of Chinatown. The policy of this paper may be gathered from the title which means the "breath of the people." I had supposed that it was merely a local sheet to chronicle the doings of Chinatown, but learned from Mr. Marwin that its field was far more extensive. The paper publishes local, telegraph and cable news covering all of the leading events of the day, as well as the more intimate phases of Chinatown news. Nor is its circulation limited to the Chinese section of New


中國維新報
Chinese Reform News
176 Park Row New York City, U. S. A.

Another example of good appearing news and advertising though tantalizing because obscure as to meaning.

York. It extends throughout the country among Chinese residents, while Chinese students in all of the Universities receive copies gratis. This is done through the efforts of Professor Marso, instructor in Chinese at Columbia university and himself a representative of the progressive thought among the Chinese of the world.

Together these papers represent the combined Chinese national viewpoint and aspirations. Each has its large following of adherents and each, no doubt,

Group of interested Chinese reading bulletins outside of newspaper office.

is strong in its editorial phases. I am not in position to quote any of the material which is found in the pages for the reason that the matter is not set in Roman, Caslon or any other face familiar to me, but is, of course, almost entirely in Chinese characters. The make-up of these papers is interesting, as apparently the news occupies the upper half or quarter of each page, while advertisements are found below, and most of the space buyers should be content in their position "next to pure reading matter."

The publication offices are hardly distinguishable as such, inasmuch as they are just a part of the general Oriental pattern of the buildings in the district. However, the *Mun Hey Weekly* posts many bulletins which are always surrounded by interested Chinese, who, from the grotesque characters, seem to derive considerable information. Of this office I secured a rather indifferent photograph due to the fact that the narrowness of the streets, into which but little sunshine penetrates, allows for neither focal nor lighting facilities. Perhaps further visits to the section may permit the growth of confidence among the citizens to the point where I may be able to tell you the story of these newspapers from the inside of each publishing house.

Stealing Labor

"The question of wages is an ever-present problem with all employers. An advance in wages always disturbs any employer. Just let a labor leader attempt to boost wages and a chorus of denunciation will break loose. The strange part of it is that certain classes of employers will excoriate labor leaders for intruding into a factory for the purpose of lifting wages; and, yet, some of those employers will not hesitate to indulge in practices just as disturbing and unsettling as the intrusion of labor leaders. There are some employers who already have been creeping into the shops of other employers and enticing away their workmen by offering higher pay. If this practice spreads, the employers will do more to upset the wage equilibrium than all the labor leaders put together. Labor leaders always snicker in their sleeves when they see employers overbidding one another in the effort to steal workmen."

The above is by Secretary Goldsborough, of the M. and M. Association, of Baltimore, and while he did not have printers especially in mind, the dig is so apropos that we bring it to your attention. No decent, right-thinking employer would try to hold a workman down to, say, $40 when he is worth $45, or object to his taking service with some one else if the exigencies of his particular business prevented giving the increase.

But what shall we say of the printer who deliberately steals a $38 man and boosts his pay to $52? This very case happened in one instance recently.

A Valuable Handbook

The Handbook of Quality Standard Papers, recently issued by the American Writing Paper Company, which includes a complete catalog of Eagle-A papers and enumerates every detail of their uses, contains a mass of information on paper which to the printer or other consumer should prove invaluable. It has over four hundred pages and includes, among other features, the story of paper standardization, how to select the right paper for any given requirement, numerous charts on methods of impress, styles and sizes of printed pieces, tables of paper sizes which cut without waste from standard sheets, substance weight equivalents, the substance factor, various finishes and formations of papers, postage rates of especial value to the printer; envelopes, their style and uses; a list of specialties and industrial papers, how to plan printed salesmanship, and the key to a course in writing printed salesmanship, written by Robert F. Ruxton; how to plan stationery; a full series of paper trade customs; how paper is made, and a glossary of paper and printing trade terms.

Printing Indispensable to Mankind's Welfare

A Vision of Service by Printers of the Near Future, Embodying the Printer's Part in Advertising and the Benefits to Be Derived Therefrom

BY EDWARD D. BERRY

Director of Advertising, U. T. A., in Typothetae Bulletin.

FOR two hundred years following the invention of movable types, printing was looked upon as one of the fine arts, had many notable men as its devotees, and rendered an incalculable service to mankind by opening the doors of the Middle Ages and allowing spreading intelligence to send its first rays of light therein. The recognition of these things now makes an honorable past for the printing industry upon which to build a still more honorable future.

The decadence in typography of the more recent past was a sort of lethargy, which has now been thrown off, and printing is again mounting to its rightful place not only as one of the fine arts, but as a potent aid in progress of civilization.

The marvelous strides made in the past generation in the invention of machinery and the discovery of new methods have perfected the means of printing. Such further advance as we make along that line must necessarily be slow and of comparatively small consequence.

But there is a wider field opening to printing than it ever enjoyed before in its more glorious days of three centuries ago. It is the juncture of brains with artistic and mechanical capability. It will make printing indispensable to the welfare of mankind. Its greatest opportunity is just rising above the horizon.

Printing of some sort has always been used in the transmission of thought from one mind to another, growing in volume from the days when our half savage ancestors chiseled crude figures in stone, to the present time when practically all information is thus disseminated. Its usefulness in that way is constantly being increased and will be greater. But now there is a new use being made of it. It is the means of distributing the products of our complex industrial activity from producer or manufacturer to the consumer.

Advertising has just doffed its swaddling clothes. It is as yet so new a profession that none have succeeded in reducing it to an exact science, but that day is approaching. The time will come when so-called clever writing will be looked upon with an amused superiority. Every word and its presentation on the printed page will be carefully weighed and its influence on a reader's mind determined with some exactitude. Illustration and ornament will not be used indiscriminately to fill up white space, one of the most useful things in presenting thought.

The part the printer will play in this new advertising is an important one. Not only will presentation be included in the science of advertising when it is fully discovered and developed, but the printer himself will prepare the advertising completely.

While the printer was struggling to emerge from the darkness of his decadent period, advertising was born. Printers did not recognize that it should have been their work. Nor were they capable of adopting a new child, when they were obviously incapable of caring for the one of their own heritage. The result was that a new profession grew up. The preparation of advertising became a business in itself entirely separated from printing, and has grown to be in many ways greater than printing itself, largely through a misconception of the importance of the way that advertising was presented to possible readers.

The printer of today has emerged from his shell. He is beginning to understand the mechanics of the craft. He is ready now for a still further advance. He will come into his own by reclaiming the work that should have been his in its beginning—the prepparation of the advertising matter that he prints.

A sign of the times is that the leading printers everywhere are installing their own advertising service departments. This was rather forced upon them, but they are doing it, nevertheless.

The printer of the future will not solicit jobs of printing. He will work with other business men in the promotion of their businesses. He will know how products may be best sold by advertising. He will know that advertising is the best available means of distribution, considering our densely populated communities, the vast expanse of territory that a large manufacturer must cover, and the necessity for large volume of business and quick turnover of capital.

While printers have been scrambling for such jobs of printing as have existed, those of the future will create printing that will sell their customers' goods and reap the higher profits that can come only by selling creative effort in conjunction with printed sheets.

In the passing period of so-called depression, there has been an exhibition of business cowardice on the part of printers who have said that there was little business to be had. As long as the American public still retains its enormous buying power and its needs and desires are still so far from being fulfilled, it is an economic fallacy to say that there is no business to be had.

If conditions were such as prevail in Europe—depreciated currency, crippled productive machinery, and a low morale, then it might well be said that there was no business, for the people would have no buying power; but those conditions do not exist in this country. Exactly the opposite is present. However, the buying public is skeptical. It must be sold. It must be sold. It must be convinced that products offered are more desirable to it than the money in its pocket. There is one way to accomplish that—advertising. There is one sort of business man that should be best flitted to promote trade in this way—the printer.

The present parting of the ways, between the passing depression and the coming prosperity, is the psychological moment for the printer to step in and claim his own.

The printer of the not far distant future will be creative as well as mechanical. He will work with his customers as well as for them. He will be able to suggest methods of moving a manufacturer's goods. He will be a printer, salesman, and advertising man. The three are now arbitrarily separated. Naturally, they should be one.

When the coming day arrives when the printer is called in to consultation in the preparation of a sales campaign, then printing will have achieved its rightful place in the business world; and then, indeed, will the printer secure his rightful place as a factor in the progress of civilization—a place to which he is entitled by virtue of his being an exponent of the art preservative of all arts.

Graphic Representation of Paper Standardization

NO more graphic representation of the evolution of standardization could have been given than the display sponsored by the American Writing Paper company at the fifth annual convention of the Direct Mail Advertising association held in Cincinnati, October 25 to 27.

This display consisted, except for one group of printed pieces, of a series of photographs each three feet wide by five feet deep. Above each picture was a printed caption, a transparency, telling its story, and between these transparencies, above the draping, was outlined a large arrow pointing from left to right.

By an ingenious arrangement of intermittent electrical illumination the lighting began at the arrow at the extreme left, glimmered for a few seconds and passed on to the caption transparency at the right, and thus alternated successively through the series of arrows and transparencies.

The group of photographs began with one showing a confusing jumble of 5,000 or more various brands of papers, a mass of ungraded, unstandardized papers that rendered the task of selection for printer or advertising man a hopeless problem.

Within the second frame was a reproduction of the famous resolution passed at a former D. M. A. A. convention which, deploring the uneconomical and unjustifiable overlapping of grades of papers, urged as a vital necessity that paper manufacturers decrease the number of sizes, weights, colors and grades of paper and reduce to a minimum the number of watermarks in commercial paper.

The third panel illustrated how the paper manufacturers are conforming to the demand expressed by the D. M. A. A. and six other influential national associations which had passed similar resolutions.

It presented an orderly pile of ream packages containing the 55 grades of Quality-Standard papers—a grade designed to meet every printing and stationery requirement. The reduction of one company's former brands from several hundred to fifty-five was a drastic move toward standardization. It required a good deal of courage to eliminate a number of brands that for many years had achieved a reputation and selling power. But response to the cry for reduction as a means to standardization has been justified and has been amply proved by the success which definite and uniform grades are receiving throughout the country.

That the fifty-five brands are adequate for every need was indicated in the fourth panel shown in the wall exhibit. Here was displayed a comprehensive group of printed pieces ranging from business cards or letterheads to elaborate folders and booklets, varying in shapes, sizes and colors.

The Size of Your Advertising Counts

By Orrin Phillips Ess

A few weeks ago, while mourning the long absence of my elusive friend, Mr. New Idea, I was suddenly aroused by a commotion in the street. Looking out of the window, I beheld a crowd of perhaps two hundred laughing and shouting youngsters and probably fifty men and women gathered about a handsome young giant somewhat over seven feet tall and weighing not less than three hundred pounds. He was dressed in a pair of flaming red trousers, a dazzling yellow coat that reached to his knees and a sparkling green vest. He was hatless. On his back, he carried a huge sign bearing these words: I am Olaf Petersen. Follow me to the Klein Automobile Salesrooms. In a flash, I recognized my elusive friend, Mr. New Idea, who, true to precedent, had returned at an unexpected moment.

I snatched my hat and accepted Olaf's invitation to follow him. When we reached the Klein salesrooms most of the crowd, which had grown to at least five hundred people, showed a disposition to question the genuineness of Olaf's invitation to continue farther, but, along with fourteen others, I followed big Olaf into the Klein salesrooms. In the salesrooms were many groups of well-dressed men and women, who stood about quietly conversing with salesmen. I went straight to Mr. Klein himself.

"Does it pay!" he exclaimed, in answer to my question. "Look!" His right hand swept the crowd in the room in a significant gesture. "There is my answer. These people are buying, and although we are advertising our car in all the local newspapers, I have a sneaky idea that big Olaf is responsible for nine-tenths of the sales made by us during the past week."

So, if you are acquainted with a man at least seven feet tall and weighing not less than three hundred pounds, grab him as you would grab a thousand-dollar bill, decorate him with clothing having the myriad colors of a gorgeous rainbow, hang a sign across his shoulders and send him forth into the streets to advertise your merchandise. It's the *size* of your advertising that counts, according to Mr. Klein.

Twain Lost $100,000 to Perfect Typesetter

MARK TWAIN ended life a rich man by way of losing $100,000 or so (even as was the James R. Keene infatuation) trying to perfect a typesetting machine. In Hartford 40 years ago the Twain conglomerate of levers and clutches, wires and springs lurked back of broad plate glass windows, next to a wooing barroom, where the visiting stranger could linger and liquor and feel sure there was one more than the school books catalogued as the seven wonders. Too complicated, too delicate, too expensive, was the craft verdict that put it and Mr. Clemens' cash account out of running.

But finally it had one—sufficient—success: It made H. H. Rogers Mark Twain's friend. Harry Rogers had uniquenesses; one was that he liked to realize that being the only Yankee among Standard Oil plutocrats —the Rockefellers recruiting from cronies of Ohio and Pennsylvania—it was becoming of him to paddle his own canoe in adventuring outside of petroleum.

Rogers stayed always pretty much of a boy. He was bouyant and brash, liked to swear a little and bustle a lot, and stubbing a toe was all a part of the day. Making one million, he lost five toying with Massachusetts gas games. In a New Haven smoking car he listened to Mark Twain drawl reminiscence and philosophy—apropos of the spirituality that enobles a citizen called upon to decide whether, if he can borrow another dollar, he shall give it to an inventor or just himself try a postponed dinner.

Mr. Rogers stopped at Hartford. Saw the problem. "Fine!" he ejaculated. Put in some capital. Then promptly shut up shop. "Let's take stock all round," he said. Comprehensive Twain reorganization followed—authorship, publication, every phase. Debit balances faded, creditors coming to gaff remained to laugh; Sam Clemens, proprietor of surpluses, could revel in white duck suits, loaf weeks away a-yachting and look without a tremble into the jaws of bridge as bridge is at the Tuxedo club.

What did Rogers get out of it? Well, Mark Twain himself said: "H. H. is too highly recompensed. He enjoys, absolutely free, the uplift of my perfect life's example—till his conscience, out of respect for me, lets him sleep right through till 1 p. m. every morning."

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MILWAUKEE, WISCONSIN, DECEMBER, 1922

Making Faces

LITTLE Jane, at the dinner table of daddy, the city's newspaper and job plant owner, was telling how a little lad had made a face behind teacher's back in school that afternoon. Dearie Mother, somewhat self-congratulatory, whimpered a testimonial for Jane for never making faces at any one. "Do you?" she asked, seeking confirmation.

"Not when you are looking," frankly confessed Jane.

Which leads to the thought that there is one profession and business in which "making faces" should be forever hog-tied, barred and cast into the outer darkness. Neither a newspaper nor a commercial printing plant can conceal its "face," nor its character. It is submitted to the all-seeing eye, the great public, every moment. Its every act, the slightest detail, is open to scrutiny. One can't make anyone think that he — be it printer or writer — is someone or something else. No scheme or man or machinery will ever be invented to change this. Others may be able to make something out of nothing. The sensible printer-journalist never tries it.

Though the "best evidence" in the case shows that such things are decreasing, there are still striking and regrettable instances in which printer-journalists have gone to the other extreme and acted as if spinelessness were the panacea for meeting the fickleness of the public. Nevertheless, it is well established that good work and hard work is the thing. But no one in all history has been smart enough to fool the public for any appreciable length of time.

Nineteen-Twenty-Three

MAY your happy Christmas be crowned with a year of successful days; above all, happy days. More than this *The National Printer-Journalist* cannot wish its readers; less than this, would not be enough.

In establishing the custom of felicitations at this season, the world has built for itself a fine thing, and none would deny any other such good cheer and cordiality, pouring its gentle spirit into the heart. Yet, the turning of a new calendar on January 1, means little, of itself. The greatest achievements in the flowering industry with which we are concerned, which is our great love in the business sector of life, do not show that days, months, years, or times, have been either obstacles or advantages.

The National Printer-Journalist believes in looking forward always and in all ways, and not alone at any special season. To one who may wonder what 1923 will bring it would say, simply: Nothing is ever so hard as it seems to be. To the one who fondly anticipates a turn for the better — perhaps the fruition of years of effort — to such an one, let the good word be: Go to it, and may you win bigger things than you expect.

Writing vs. Printing

BECAUSE paper has become more plentiful and better and cheaper in the last half-century, is one reason why the art of writing should have been improved. But, has it? It sometimes seems as if the art of printing has walked away on the high road of progress paved with the newer wealth of modern equipment and opportunity, leaving its sister art somewheres in the puffy dust of the rear. Is not this because writing is not so much regarded as an independent pleasure, whereas the printer-craftsman has developed immeasurably on that basis? Handwriting was once an art and had to perish. Greater things than fountain pens have contributed to that, (to answer any light persiflage on the subject). Surely the craftsman-printer has given the writer a lesson, and one that needs little study or analysis in order that it may be appropriated and adapted. Not the least of the factors in the success of the printing art have been patience and study and sincerity; above all, patience to do a thing well,

Lost Jobs

MISS Anne Elizabeth Trotter is well known to Americans who have taken a keen interest in matters of employment welfare. One day recently Miss Trotter created much of a stir in a large audience of earnest men and women, by saying: "When girls come to me crying because they have lost their jobs, I tell them to look in a mirror." A printer-journalist who heard the address, (and admits he had been dreaming until he was jolted awake at the mention of "lost jobs") said he thought about this phrase for a long time, and for days after. Suddenly some unknown inspiration gave him a new key. He read the lines like this: "When girls come to me CRYING because they have lost their jobs, I tell them to look in a mirror." He vowed that, henceforth, if he "lost a job," he would surely look in his mirror if he "cried" about it; but, at last reports, he hasn't cried yet; notwithstanding that he has lost several jobs. And he is not losing nearly so many as formerly.

"Set the Day"

ASKING people to come and see you, and not setting a day, is coming to be stigmatized as bad form. Soliciting business without a real plan and purpose is both a social and a business error. It's a misdemeanor. The consequence sometimes is capital punishment for a business which otherwise would have lived and lived abundantly.

Press-Agentry

THERE are still many, as every printer-journalist knows, who expect that mediocrity can be overcome by press-agentry. The reconstruction period kicked a good-sized hole into this little notion. Owners and editors are saying that there is a revival of the purpose to make copy that will center the spotlight on some person or thing who or which has little else to offer to the waiting public. Now, there also are many sad humans who simply haven't the news sense to bring their light from under the bushel. This comment, however, is anent the parties who have little light and a whole lot of bushel and then try to make ye editor the lamplighter. Editors are becoming trained to detect the spurious from the 18-carat. Those who have not had this schooling will find it advisable to get it, and get it right soon. The ambitious worker — and let the "worker" be emphasized over the "ambitious"— who can combine a professional sense of news values will have less difficulty in getting the following of the press, as is proper, and the man who has news sense and no hankering for notoriety always will discover that pleasant little surprise of having achieving fame artlessly.

Opportunism

JOHN HAYS HAMMOND is quoted as having made the startling statement that he never hires a man who asks, "What is the future in this job?"

Mr. Hammond explains that he cannot tell what the future will be for any man in any job, and that the man who asks such a question will not make good on the job.

Reading this is quite a jolt. We can recall having asked that question ourselves and we know the question has often been asked.

But Mr. Hammond's bold statement does lead to an interesting thought, namely, that the future of the man holding any job depends entirely on the man himself.

The lad who is running errands today may be at the head of the business in twenty years, and the first vice president may still be the first vice president in twenty years.

Such a thing has happened many times, and it will happen again.

Victor Sincere says: "Opportunities are everywhere. The trouble is that folks don't recognize them. Why, it is an opportunity just to have a job where you can express yourself! Punctuality, veracity, willingness to work, loyalty, reliability and readiness to take responsibility—all create opportunities for advancement; especially readiness to accept responsibility."

Possibly Mr. Hammond discovered, as the result of hiring thousands of men, that he could just as truthfully paint a rosy picture of the future to a new ditch-digger as to a new department head. In other words, he could not guarantee a future to any one, and he did not think it was right for a man to ask him to commit himself.

Close Your Books Daily

THE Ben Franklin *Witness* observes that your trouble may be that your are living yesterday —today. You lost something or missed something that you thought you were going to get or were entitled to, and today you are drugging your mind with this business of regret.

In the popular phrase, come out of it! Today is today—none other.

Start your books all over. Begin on clean pages. And when this day is over, leave no accounts unbalanced.

Close your books daily.

Get in the habit of reviewing each one of your days. Compare your gains or losses with the previous day. But if you find a loss, don't carry it over into your next day. Make each day stand its own loss or gain. Then pass into your next, fresh in determination and enthusiasm.

Live the full measure of your life in the spirit of completeness.

Weave your days as though each were to be a thread for a finished article—as though each was necessary to make up one long precious strand.

The waster or occasional worker is living an incomplete life in the full sense of the word. He never closes anything—for he keeps no books!

That business is very much worth while that knows exactly where it stands, one way or the other, at the close of each working day.

You, therefore, who are a business unto yourself, how much more important to know at any time just where you stand in strength and power.

It takes less effort—and is much more inspiring—to go forward than to turn and go over past ground. Remember that!

Close your books daily.

Good Printing Rollers

ROLLERS are just as essentially a part of the newspaper or job as paper and ink, having the added advantage that, unlike paper and ink, they can be used for several jobs, unless the run is unusually long. The average cylinder or job press requires three sets of rollers per season. This should make it a comparatively easy matter to determine the cost of rollers per thousand impressions.

One printer told us that he always included the cost of a set of new rollers in every large job he figured on, and, of course, these same rollers were used for the small jobs. This eliminates rollers as an item of expense in his pressroom, and places them where they rightfully belong—a part of the job.

Another printer told us he figured the number of hours the press was in operation, the amount of work that press had turned out, and then looked up the number of rollers he had used on the press, and this gave him the cost per thousand impressions. It amounted to less than five cents.

Too little thought is given to the actual time lost in the average pressroom trying to make partly worn rollers produce the same results new rollers would; or in waiting the receipt of new rollers. Think what the time a pressroom spends in sponging, fanning or some of the other methods known to the pressroom for "restoring" rollers amounts to in real money, then think how easily this item of expense and worry could be eliminated by figuring out the actual cost of rollers, and including that cost in your estimates. The difference in the price of the job would be negligible.—*The Vibrator.*

MACHINE COMPOSITION

Fine Results Continually From Line Casting Machines and How to Get Them

By L. D. STAPLIN

For several years I have experimented with and studied the actions of type metals, passing my opinions and observations along to the public on the reasoning that anything which benefits the industry will help me.

It seems strange that more men do not see that the quickest and surest route to business success and substantial self advancement is via putting something in the other fellow's pocket. Give him something that will save him money, or make him money, and the chances are he will remember the source of his added profits.

In the next few lines there is given to the type metal consuming public, what I think can safely be said to be the most valuable data so far published upon that subject. It explains what type metal troubles are, why they are what they are, and how they can be done away with. It is so simple that my personal fear is that it will not be fully appreciated but those who check its accuracy by practical tests will find an almost complete elimination of type metal annoyances.

1. The *chief cause* of machine metal troubles is *oxide* and its tendency to adhere to the machine parts with which it comes in contact.

2. The hotter the metal is heated, the greater will be the quantity of the trouble—some oxide (dross) contained in it.

3. Thus trouble results from *heat,* is caused by heat. Therefore, *watching the heat is the cure.* Machine results will be improved in ratio with reductions in the metals working temperature.

4. In searching for the necessity of keeping the temperatures at which type metals are commonly employed, it was found that under ordinary circumstances the face of the type or slugs produced will not be good until that metal is so heated.

5. The *cause* is the presence of small amounts of copper, arsenic, iron, and zinc in the type metal. The necessity for increasing the heat increases in sympathy with any increase in the amount of those impurities carried by the metal. Decrease in impurities permits of using the metal at lower heat.

6. The main thing from the consumer's view point is that purer metal can be used at lower heat—enough lower so that it is almost free of the *adhesive oxide.* The machine, being free from oxide adhesions will function as intended.

7. In the old days, slug composing machine metal of the best quality worked best at 550 degrees fahrenheit; machine metal pot lids are so worked to this day. It is no longer necessary to carry such high heat because metals are now commercially produced so pure that intertype, linograph, linotype, and ludlow machines will do their best work at temperatures between 490 and 510 degrees.

8. Any composing machine user can secure metal which will work at 490 to 510 degrees on slug-casting machines if he will insist that his delivery contain 84.00% lead, 12.125% antimony, 3.875% tin, with not to exceed a total of .08% (8/100ths of 1%) combined copper, arsenic, iron and zinc. The latter deterious agents are the enemies of good type metal. There presence in type metal over 8/100ths of 1% will work continual damage to matrice and molds, and befume the mouthpiece.

9. There is no reason why slug casting machine users should not use the above metal formula specifications. Metal of the purity outlined can be purchased from reliable metal concerns at the same market price as is asked for metal which causes a loss of time, trouble, annoyance and expense.

How to Read a Micrometer Caliper

The spindle is attached to the thimble at the point. The part of the spindle which is concealed within the sleeve is threaded to fit a nut in the frame. The frame being held stationary, the thimble is revolved by the thumb and finger, and the spindle being attached to the thimble revolves with it, and moves through the nut in the frame, approaching or receding from the anvil. The article to be measured is placed between the anvil and the spindle. The measurement of the opening between the anvil and the spindle is shown by the lines and figures on the sleeve and the thimble.

The pitch of the screw threads on the concealed part of the spindle is 40 to the inch. One complete revolution of the spindle therefore moves it longitudinally one-fortieth or (twenty-five thousands) of an inch. The sleeve is marked with 40 lines to the inch corresponding to the number of threads on the spindle. When the caliper is closed, the beveled edge of the thimble coincides with the line marked 0 on the sleeve, and the 0 line on the thimble agrees with the horizontal line on the sleeve. Open the caliper by revolving the thimble one full revolution, or until the 0 line on the thimble again coincides with the horizontal line on the sleeve; the distance between the anvil and the spindle is then one-fourth or (.025) of an inch, and the beveled edge of the thimble will coincide with the second vertical line on the sleeve. Each vertical line on the sleeve indicates a distance of one-fortieth of an inch. Every fourth line is made longer than the others and is numbered 0, 1, 2, 3, etc. Each numbered line indicates a distance of four times one-fortieth of an inch, or one-tenth.

The beveled edge of the thimble is marked in twenty-five divisions, and every fifth line is numbered, from 0 to 25. Rotating the thimble from one of these marks to the next moves the spindle longitudinally one twenty-fifth or twenty-five thousands, or one thousandth of an inch. Rotating it in two divisions indicates two thousandths, etc. Twenty-five divisions will indicate a complete revolution .025 or one-fourth of an inch.

To read the caliper, therefore, multiply the number of vertical divisions visible on the sleeve by .25 and add the number of divisions on the bevel of the thimble, from 0 to the line which coincides with the horizontal line on the sleeve. There are seven divisions visible on the sleeve. Multiply the number by 25, and add the number of divisions shown on the bevel of the thimble, 3. The micrometer is open one hundred and seventy-eight thousandths. ($7 \times 25 = 175 + 3 = 178$.)

Making Three Papers Grow as One

Just How Michigan Rural Editor With a Keen Sense for a Clean-Cut System Is Solving an Unusual Situation

By Rex A. Royal

WHY not a big, territory newspaper to cover the whole county?

We worked out the idea of a country newspaper syndicate in a small way about ten years ago, when we had one paper in Oceana County, and one in Muskegon County, but the divergence of interests in county matters was a handicap in the use of news features. Later we acquired our second newspaper in Oceana County and also one in Allegan County. While we were able to work out many things advantageously the distance between the plants was too great for real efficiency. Since acquiring our third paper in Oceana county, we have endeavored to work out a real syndicating system including news, advertising and printing, on a firm foundation rather than a mushroom growth that might tumble at any time. I am sure we could have done more with the idea, but increased business means more floor space and we are now waiting for one of our tenants to move.

In handling our news features each article is written with the idea that it may be used in all three papers. Things which have only a local interest are used only in the paper covering a particular locality, excepting good correspondence letters.

By following this method we can give each community a distinctly local paper, and distinctly better papers than they would otherwise have. At the same time we are able to produce the news composition at considerably less than half the cost than if each paper were prepared separately.

Over 60 per cent of the matter used in any of our papers is used in at least one of the others, and in most cases in both of them. The composition is all produced on one linotype machine and all papers are printed on the same press, thus saving investment in expensive machinery.

We make up our pages with an idea of saving as much lifting as possible. Sometimes entire pages are run identically.

Again, we often sell the same advertisement in the different towns and only change the signature. This applies to automobiles, insurance and many other lines of business.

There is no need for more than one mat service. Casts for feature stories and advertisements are made but once. So there are many little things that can be worked out to make savings.

The selling of subscriptions and advertising, and the handling of job work is not much different from the ordinary shop. We maintain job and business offices in each town, and a sufficient force to handle the business and news gathering.

These forces have no worry about handling the mechanical details. The copy is prepared in the usual manner and sent to us daily. The papers go to press at 5:30 on press day, and are delivered to the proper offices, whence they are mailed the next morning. The mailing time has been fixed so that all rural routes and trains are made in good time.

We are now convinced by the figures that we have been able to increase the business of each paper and at the same time lowered the expense so that net earnings have a pleasing aspect.

OCEANA County, Michigan, has five newspapers. There are three towns and three small villages, none over 1,500, and a total population of 20,000. Three of these five newspapers are owned and published by the Royal Publishing company, Rex A. Royal, manager, resident at Shelby. These papers, weeklies, are located at Shelby, Hart and Walkersville, geographically non-overlapping. All the papers are prepared and printed in the Shelby office. At the request of officers of the Michigan Press association, Mr. Royal recently told that organization how and why he handles these papers just as he does.—The Editor.

There are no large stores in our towns which cater to people from miles around and because of highway conditions each has its particular trading radius. Through our plan we are able to get merchants in all three towns to use more or less space in all of the three papers. If they want to reach out in a limited territory, we sell them space in one or more of our papers. Our rates are so established that on combination advertising we can save the advertiser the composition charge which for convenience we figure at 5c per inch. There is a considerable volume of business which would naturally come to all papers in the same form, like county notices, election and registration notices, advertisements of fairs, shows, picnics, baseball games, celebrations, political announcements, etc. On this class of matter of course our regular rate for each paper is charged. Our combination rates are used only on what we sell in combination. A check up of our last December advertising shows that 45.8 per cent of the Shelby *Herald's* advertising was run in all papers, the combination rate being 55c per inch. Other months do not show quite as great a proportion but the general average is well over 30 per cent.

To illustrate how we handle various feature pages let us use one which appeared for the Oceana county fair. This was a double page spread which ran in all three papers and netted a nice sum. Our holiday greeting pages are successful. A number of the Michigan publishers have asked us about this. While many of the boys have worked out some nice little space sellers for the week following Christmas which in most shops is an off week on advertising, we have something out of the ordinary. It is in the form of a reader from each business place thanking patrons for past favors, announcing changes to be made and various other things. We sell this at 10c a line and it is so popular that we are ofttimes stopped weeks in advance and warned not to forget a certain person when getting up this page. It will sell to a larger number of people than anything we have ever tried. Painters, draymen, carpenters, blacksmiths, gardeners and cement block makers are just as good material as the largest store in town. In my own town there are but 41 places of business, outside of four factories. In our last Greeting edition we ran 66 of these cards besides display spaces. We usually plan to have several galleys of suitable paragraphs of Christmas sentiments standing the first of the month and use the paste pot and shears to good advantage when the time for grinding out 50 or more of them without duplication occurs. This little stunt is good for from $125 to $200 for each paper, and in larger places could make a wonderful total.

Buy Knowledge With Your Goods

Charles Francis who is without doubt one of the most successful and outstanding figures in the printing industries says:

"Money cannot be made in the pressroom if both customer and workmen are allowed to dabble in ink notions to the limit. The best plan seems to be to go to an ink house that commands your confidence, place the responsibility on them, and act on their advice. Their experts *know* a vast number of things that we printers only guess at. It seems wisest to buy their knowledge with their goods.

"A conscientious ink man is not satisfied with merely making a sale. He is vitally interested in knowing that the ink he has sold is the best for that particular job which can be made. The conditions under which that job is run must be familiar to him, for he takes pride in knowing that his ink enabled the printer to run the job with the least waste of time and paper, and that there has not been a kick from the customer who received the job, as it answered all his requirements. The ink man who has earned his customer's confidence by giving good service wins respect and is welcomed by the printer while the glib salesman, interested only in an immediate sale, is apt to be discovered and to receive little consideration. The true relationship between the inkmaker and printer is founded on honesty, good service, intelligent comprehension and mutual respect. Where these maintain, the ultimate consumer will best be served."

FIELD OF JOURNALISM

Short Course at University of Wisconsin

Plans are now well under way for the three day short course that is to be held by the University Course in Journalism, Madison, this winter in co-operation with the Wisconsin Press association.

The dates selected for the short course are Thursday, Friday and Saturday, February 1, 2 and 3. These dates are considered most convenient for the winter meeting of the association and at the one time when the university school can best handle it, because they fall in the short vacation between semesters.

Special attention is being given to the matter of expense for those who attend. Arrangements will be made to get rooms and board at the lowest possible figure. But, if we are to do this, we must have your names at the earliest possible dates.

As worked out at present, the three-day program includes three fifty minutes "classes" each morning in which a large number of ideas and suggestions will be presented by men who are specializing in the subject involved. These "classes" will be conducted just like the regular classes of the school of journalism.

During afternoons and evenings, a different outlay is planned. Two or three subjects, from the attached list, will be given each afternoon. There will also be some talks by men of national standing in agriculture. Evenings will be devoted to entertainment. One afternoon will be given over to the annual business meeting of the Wisconsin Press association.

Morning programs will be about as follows:

Thursday

"New Ideas in Headline Writing, Make-up and Typography."
"Making the Most of Local News Sources, Features and Cuts."
"What to Tell the Merchant in Soliciting and Writing Ads."

Friday

"What is the Best Make-up for Weekly Newspapers."
"How to Get the Most out of Rural News Sources."
"What to Tell the Farmer About Advertising."

Saturday

"Hints in the Handling of Correspondents and Their Copy."
"What is Good News Writing."
"What to do With the Editorial Columns."
Afternoon talks will be selected from this list.
"Replanning the Town."
"What Women Want in Weekly Newspapers."
"Features and Cuts for Weekly Newspapers."
"Analyzing a Community."
"What Children Want in a Weekly Newspapers."
"Making the Most of Plate and Ready Prints."
"Advertising Rates, Rate Cards, and National Advertising."
"The Farmer, Middleman and Consumer."
"Circulation Building."
"Weekly Newspapers and Community Leadership."
"Typography of Advertisements."
"Efficient Business Management."
"Agriculture—the Country's Biggest Business."
"A Paid Secretary."
"Accepting Ads From Competing Towns."

Send in your suggestions about this program. What subjects would you rather have? If you are planning to attend, tell us now so that we can arrange for you. Write either to Louis H. Zimmermann, editor of The Howler, Burlington, or G. M. Hyde, of the University Course in Journalism, Madison.

400 High School Editors Meet at Madison, Wis.

Twenty states were represented at the third annual conference of the Central Interscholastic Press association, Madison, Wis., December 1 and 2, with a total attendance of about 400. Harold E. McClelland, Rice Lake, Wis., student director of the association, related the history of the organization, and how it was formed to raise the standard of newspaper and magazine work in high schools. A contest of student papers was held, and a number of round-table discussions were fruitful of interesting and valuable experiences.

"A Course in Journalistic Writing," a 425-page text book just off the press, and from the pen of Prof. Grant. M. Hyde of the Wisconsin University School of Journalism, was analyzed. More than 100 pages were found to be devoted to the problems of student publications.

To develop understanding of the newspaper, a series of 34 sketches discuss newspaper problems, and weekly exercises involve research in the daily newspaper.

Interest in current events is stressed and weekly exercises are devoted to mastering facts about the community, its government, industries, and history.

Special Edition Insured Against Rain

The Daily Iowan, student publication at Iowa University, after preparing a large special edition for Homecoming Day and the Indiana-Iowa football game, took out a rain insurance policy. This provided that should it rain, snow or sleet between the hours of 8 and 12 on the morning of the festival, to the amount of one-tenth of one inch, official weather department calculation, the paper would receive $400 compensation. There was no occasion to collect under the policy. This is believed to be the first newspaper to protect street sales with a rain policy.

Detroit Newspaper Men Journalism Teachers

Leading newspaper men of Detroit are acting as instructors and lecturers for the newly opened course in journalism at the University of Detroit. The course, conducted on Tuesday and Thursday evenings by the school of commerce and finance, opened with an enrollment of thirty students.

33 High Schools of Oklahoma Print Papers

Thirty-three high schools in Oklahoma are publishing school papers this year, according to records in the office of H. H. Herbert, director of the Oklahoma school of journalism. Out of this number ten are not separate newspapers but are published as departments in local papers in which the schools are located.

South Dakota High School Editors

EIGHTY-TWO editors, business managers and faculty advisors of South Dakota high school papers gathered at State College, Brookings, at the invitation of Paul W. Kieser, professor of agricultural journalism at the college, on October 27, to consider problems of the high school paper. The South Dakota High School Press association was formed and it was unanimously voted to return to State College for the next annual meeting. Prominent newspapermen of South Dakota and Minnesota addressed the gathering.

Courtland Smith Gives Journalistic Prize

Courtland Smith, formerly head of the American Press Association and prominent newspaper man, announces an award of $100, known as the Orlando J. Smith prize, to be given annually to the student doing the best work in the journalism department at DePauw University.

Mr. Smith gave the prize in memory of his father, founder of the American Press association, who was a Depauw graduate. The award this year was made recently by the committee in charge to Lee S. Cole, a senior in the university who has been active in the department.

Journalism School Gets Trade News Service

The School of Journalism of Columbia University gave practical evidence of its appreciation of the increasing value of trade news when recently the Fairchild News Service was installed as a definite part of the regular Thursday laboratory course in "newspaper making."

This trade news service is a digest of the news gathered by the correspondents of the Daily News Record, Women's Wear and the other Fairchild publications.

Now Is the Time to Subscribe!

This is the line dearest to an editor's heart. The late Charles A. Dana, the brightest of them all, delighted to use it as a humorous anti-climax to one of his hide-singeing editorials in The New York *Sun*. George Crawford, the veteran pilot of The Iowa County *Democrat* of Mineral Point (Wis.), puts it at the top of this good talk to his readers:

"The present is a time when people generally make up their minds in regard to what publications they will take for the coming year. Publishers of weekly newspapers add most names to their lists during the time from Oct. 1 to Jan. 1.

"It is pleasing to the publishers of The *Democrat* to know that for months past not a single person has discontinued his or her subscription on account of being dissatisfied with the paper. In writing up a certain theatrical performance as being a success, the reporter stated as an evidence of the fact 'that none of the vegetables brought to the hall found their way on the stage.'

"Now, nothing has been hurled at The *Democrat*, but, on the contrary, renewals of subscription and words of commendation are being received almost daily, while new names are, from time to time added to our list.

"We take this as evidence that our readers believe that we are endeavoring to keep true to the line so long followed by the publishers of The *Democrat* in the past, and that we are publishing not a great, but a good, clean, local and general newspaper.

"Now is the time to subscribe. Reader, if your name is not already on our list, we would be pleased to have you with us for the coming year, and for many years that are to follow."

Any foreman or superintendent who thinks that a mediocre grade of paper is good enough to take a proof on is certainly too zealous in the matter of saving money for his concern.

Banker Lugs Papers to Get Daily Exercise

From The Pittsburgh Dispatch

From the newsboy to banker is a road over which many men have traveled to business success, and as a rule the rise from the job of the street to a position behind a mahogany desk is slow and the man who makes the climb is himself gradually transformed in many ways.

The dignified banker would, as a rule, probably be as much out of place selling papers as any dirty-faced newsboy would be behind a banker's polished desk with its mysteries of finance, but not so with William Cornman of Pittsburgh.

Cornman is proud that many people know that the smoothly-shaven, smartly dressed William Cornman, note teller of the First National bank, is the same William Cornman who, dressed in the clothes of an outdoor man and wearing heavy shoes, crawls out of bed every morning at 4:30 and delivers 400 papers in the Squirrel Hill district.

He is firmly of the opinion that satisfactory results from exercises are frequently lacking because of the irregularity with which they are taken, and in an original way has tied up physical open-air exercise with something demanding daily attention.

"I have carried papers on the Hill for 23 years. I began when I was 8. I carried morning, afternoon and Sunday papers while I was a student in high school. I was kept busy, but the walking gave me pep.

"I have never been sick or forced to lie on the flat of my back.

"One time, I decided to quit the paper job and lie in bed mornings like other men.

"Indigestion soon began to haunt me by taking the joy out of life. I was in danger of forgetting how to smile and be cheerful. I began to take early morning walks; then, I ran around the Schenley oval. My indigestion left me. Then I decided that I needed that old paper route. I applied for it, got it, was happy and am happy."

Prof. W. G. Bleyer Takes Off Year to Study Journalism

Prof. Willard G. Bleyer, founder and director of the course in journalism of the University of Wisconsin, is taking a year's leave and will devote his leisure to completing a history of American journalism and revising his book, "Newspaper Writing and Editing."

Part of the year he will spend in New York City and the east where newspaper files of unusual value are available. Later he will take a trip through the Mediterranean and will spend several months in England studying the history and present methods of English journalism. He will return to the university in September, 1923.

During his absence, Prof. Grant M. Hyde is chairman of the journalism department and acting director of the course in journalism. His staff has been enlarged by the appointment of Henry E. Birdsong, formerly of the Kansas City Star and recently of Kansas State Normal School, as instructor in journalism.

Some Would Give Their Shirt Away, If They Had Another

Editor Evjue of the *Capital Times* at Madison is out with an offer to go to any city or village in Wisconsin, having a newspaper, and prove that the editor is suffering under an economic pressure. If he fails to prove his case he is ready to donate $100 to any charity or worthy public enterprise in the city or village where the unafflicted editor is discovered. Bro. Evjue will have no difficulty in establishing the truth of his contention. Every editor is experiencing an economic pressure the same as shoemakers and carpenters and—farmers. And it makes him just as mad as the rest. Colors his political views probably. In seeking surcease he may affiliated with a political group which aims to bring about an improvement in general economic conditions in which he expects to share, or he may cotton up to business interests which are willing to pay for the services of his paper if they need it. It is true that the latter policy is of questionable ethics unless frankly declared so that all who read may know.

On the other hand, the editor of a weekly newspaper is the only business man in the community who is expected to, and does, give away about half his goods during the course of a year in the shape of "free publicity." No other business man in any community, anywhere, does this preposterous thing. And to the average weekly editor the fear of retribution to be visited upon him by his friends and townsmen if he fail to adhere to this policy is a more effective "Damocles Sword" and is more frequently employed to coerce him into publishing as "news" items which are pure advertising, than any threat which foreign business interests can hang over his head. The "economic pressure" under which a weekly newspaper publisher suffers is mostly due not to the tactics or methods of large business interests, but to the expectations and insistence of his immediate clientele of readers and friends that he shall run his business differently than other business institutions, namely, that he shall each year give away about half his merchandise the same to be selected by the customer and labelled "news." If this were not so, no editor would be afflicted with any "economic pressure" whatever for the average newspaper is worth to a community, in actual dollars and cents, enough to yield him a comfortable income and enable him to make the same contributions to the community's upbuilding that other business men do who are not expected to give away their merchandise. The great bugaboo of the weekly newspaper is the Free Publicity Evil and it would be indubitably to the interest of every social and business element in every community to co-operate with the publisher in his timid and almost reluctant efforts to abolish this costly custom.

C. E. Woodsmansee, editor and owner of the Herald, Wycombe, Pa., has been forced to discontinue the paper, due to the fact that he is unable to secure competent help to continue same. His job plant, however, will be continued as in the past.

ASSOCIATION ACTIVITIES

Jones Is Greeley of Wisconsin Dells

Chicago Reporter, Won by Beauties of Kilbourn Makes It Home—Came for Two Weeks but Stays to Pen Annals of the Countryside

IN 1884 a young Chicago reporter came up to Kilbourn, Wis., to see the Dells, planning to spend two weeks. He has remained 38 years. You might know that he was a native of Virginia.

Before his fortnight's vacation was finished in that summer so long ago, he purchased an interest in a Kilbourn weekly paper. During all the years since he has been its editor and publisher, its news gatherer, its pressman for long stretches, sometimes its carrier, and once in a great while, its collector.

But that has not been very often, for the young man did not seem to possess the case-hardened tenacity necessary to a bill collector. And growing older, his hair whitening, he became even more embarrassed about asking for the subscription due for The Weekly Events—that is what he calls his paper. Today, he would like to present you with a subscription to The Events—it is only the "commercial age" that prevents. That may be traced to his southern ancestry, too.

But none of these things make plain what James E. Jones, editor of The Kilbourn Weekly Events is to his community. It would take another Goldsmith to celebrate the country editor!

He Chronicles Countryside

He writes of the weddings, he pays a compliment to the bride, to the good people who reared her. He sets down in type the hopes of the village for the young couple going out into the world, hand in hand.

He welcomes the baby, he hopes that the child will be a credit to the name of the good citizen the little one bears. He believes that the young girl who recites so marvelously well, will one day shine on the metropolitan stage as did Mary Anderson, and remain as sweet and unspoiled, too.

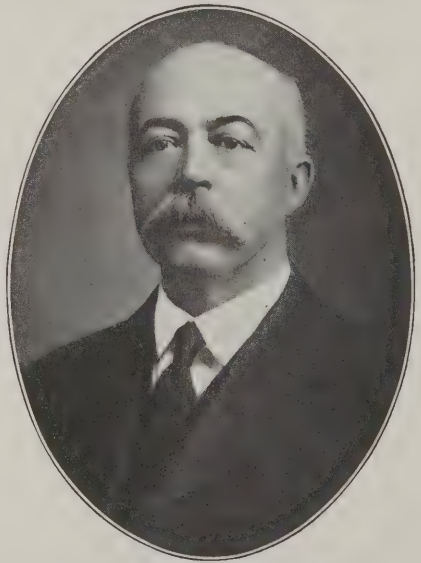
And when the pale rider spurs his white horse through the village, and leaves a sorrowing household, then it is that the country editor becomes the tenderest.

He remembers a bit of poetry he learned long ago, back in his boyhood Virginia home, and a classical quotation. He includes the comfort of a Gospel promise—he writes them all down and prints them in The Events. Readers save such clippings. They place them between the leaves of the family Bible.

Paper Repeats No Scandal

Editor Jones has done these things for more than a generation. At first, his phrasing was a bit formal—he had just come from a great Chicago daily. But as time unrolled the film and showed the sons and daughters of the actors in the first reel, playing parts in the sixth, as the editor chronicled weddings wherein high contracting parties as babies had been welcomed into the community in the columns of The Events, his paragraphs took on an affectionate turn, became each year more mellow, held more of a gentle consideration.

THE Milwaukee Journal, ever believing in Wisconsin as a wonderful state in which to live, never loses an opportunity to extol its virtues. It also has that fine appreciation of journalism which impels it to seek out the noteworthy among the daily grist of news, and "play it up" in most inviting manner for its readers. In the story herewith they selected one of the ardent, enthusiastic members of the Wisconsin Press Association, J. E. Jones, of Kilbourn. Old in years, as age is figured, Mr. Jones is the antithesis of age. Rather, he sparkles with youth and sprightliness. He is on the job every day, producing one of the best weekly papers in the country. We shall let the Journal tell you all about Mr. Jones. It's an interesting story. Read it.



JAMES E. JONES

In one respect, The Weekly Events of Editor Jones is unusual. Its columns contain neither scandal nor the stories of misdeeds in the county. The editor explains the policy very simply.

"We are a little community," he says, "almost like a family. If one of us steals a horse, we all know it. Why should the misdeed be perpetuated in print? Public opinion in Kilbourn is strong enough to be corrective. So The Events leaves out the horse stealing."

Thus the country editor served through the years ,setting down the "simple annals" of the village, writing an editorial that was a plain showing of the way. He did not have a bank account, but as he walked down the village street, past the posey bordered verandas where his neighbors rocked and read The Events, he saw them smile with appreciation perusing the stories and editorials he had penned. Then the country editor experienced a satisfaction that the largest bank account could not have given.

And when at a wedding "our esteemed fellow townsmen, J. E. Jones," was called upon to toast the bride, the country editor would not have changed places with the man who guides the policies of the greatest metropolitan daily.

Neighbors Pay Him Honor

A year ago Mr. Jones received a mysterious invitation. In the hall to which he was summoned, he found his old friends gathered—those who remembered when the young reporter had come to Kilbourn. Their children and their grandchildren were present, too.

And smiling up at him were others, those who had not been mentioned in The Events—those whose strayings from the straight path, the kindly editor had left unchronicled. It was a real cross-section of the community.

The Kilbourn ladies' choir sang. The music was very soft and sweet. The words had something to do with cotton-fields and going back. And then a clear soprano voice swung into an old melody while the others of the choir lowered their voices to a hushed accompaniment.

"Carry me back to old Virginny," the soprano sang,

"There's where the corn and the sweet potatoes grow,
There's where the birds warble sweet in the springtime—"

Ah—it was in the springtime that he had left the south, more than half a century ago! Left against the wishes of his parents, a lad not yet 17, eager for adventure. Then had followed the 10 years of hard fighting on the frontier with Custer, the years of digging up human interest stories in Chicago, the long generations as a country editor.

The guests turned toward the editor as the soprano sang. But they lowered their eyes, understandingly, as they saw the glisten of his tears.

Now he knew! The gathering was in his honor, and they sang the sweet old song to carry him back to the hills and little valleys of his native Blue Ridge, to the place he had dreamed about for so many years. Often in his army service, when on top of some high Arizona or Wyoming mountain, he had looked into the clouds, trying to glimpse those little valleys and mountains of Virginia.

Someone made a speech at the party in honor of the editor, and presented a purse

to the man who had always thought himself "passing rich with 40 lb. a year."

It was after this that the country editor started his first bank account.

Finds Old Virginny Gone

The northern country editor has visited his boyhood southern home just once. Forty-seven years after he left, he traveled back. He left the train, eager to see the green and white and flower-bordered village of his memories, the shady streets where leisurely folk passed, the old home that was a plantation house fronting on a village street with its rear door opening on the fields.

He walked along the main street—this couldn't be the place of his memories, this untidy hamlet with the little darkies cluttering up the sidewalk, the dust thick on the shrubs, the unpainted buildings, and the passers-by turning out for a stump that stood in the middle of the path!

When the Wisconsin editor realized that it was in truth the place he sought, he turned and went slowly back to the station. He waited there until the northbound train took him away.

"I am sorry I went back," he said to his companion, "for now I can't dream about it any more!"

But once he was back in his Wisconsin home, the reality of the Virginia village vanished—the dream picture again took its place.

Summer evenings, when The Events office is closed, when the press is silent, and the copy telling of the golden wedding, of the family reunion, is on the spindle, the country editor takes his corncob pipe and sits on his veranda.

And if there is moonlight, he looks into the illumined clouds and sees many things.

Recalls Days With Custer

Hills and little valleys of Virginia, great mountains in Arizona and Wyoming, forts of Kansas and Nebraska and Arizona and New Mexico, Gen. Custer with his high cheekbones and long hair and mustache, sitting hard in the saddle, and himself, a young soldier by the side of his general.

Gen. Custer looks toward the fast-coming red Apache devils, and then turns in his saddle to face his youthful bugler. "Trooper Jones," he asks, "does your mother know you are here?"

The lad shakes his head.

How vivid are the pictures in the moonlight!

He sees Kit Carson and Buffalo Bill with his feminine features and curling auburn hair, and Ned Buntline, the writer who first made Buffalo Bill known in print. And he feels his own chagrin at being one day too late to join Custer in the last campaign.

There is a picture, too, of a day spent on top of an Arizona mountain while an ancient Spaniard, related to him the legends of the land, as handed down from father to son.

The vastness of the perspective in the cloudland illumined by the moon, almost startles the editor. He knocks the ashes from his pipe—he goes into the house. And on the morrow he writes again, the simple annals of the countryside.

Sometimes the "colyumist" of a great metropolitan newspaper commits the folly of abstracting from their rural setting paragraphs from the accounts of the weddings, the christenings, the family reunions, penned by country editors throughout the land.

Improved Track and Roller Adjusting Mechanism

L. Q. Rhodes of Fremont, Ohio, has been granted letters patent on an improved track and adjusting mechanism especially adapted to the Gordon type of platen presses. The principal object of the new invention is to provide positive tracking for the trucks and inking rollers which are readily adjustable to compensate for wear and to adapt the inking mechanism to various sizes of forms in such a way as to overcome all diametrical and physical changes due to wear and running different size forms.

To afford opportunity for a clear understanding of the new invention an illustration is shown.

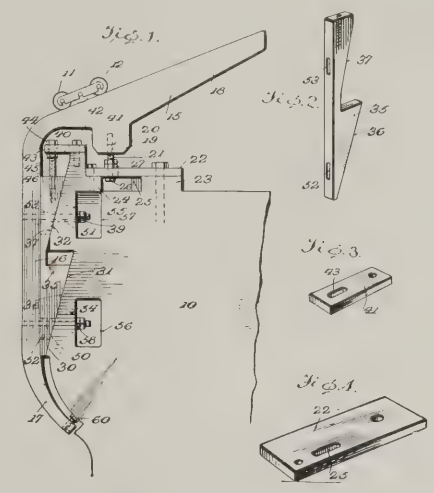


Figure 1 is a side elevational view illustrating the track and its adjustment mechanism for showing a portion of the frame of the press;

Figure 2 is a detail perspective view of the movable web of the adjusting mechanism;

Figure 3 is a detail perspective view of the supporting plate of the hanger; and

Figure 4 is a similar view of the foot plate of the support of the upper arm of the track.

Shows Plate Printing at Brazil's Exposition

Going to international expositions has ceased to be a novelty for Edward Meyers, a plate printer of 45 years' experience, in Washington, but he is going down to Rio de Janeiro to reveal the wonders of bank note printing at the Brazilian centennial celebration.

Meyers, who is known as "Pop" by his treasury department associates, was chosen for the honor assignment among 800 applicants.

Meyers had a like detail at the Louisiana Purchase, the Lewis and Clark, Jamestown and Alaska-Yukon expositions. He has visited nearly every worth-while European capital, studying plate printing methods. He was in Buenos Aires in 1901 and 1902 on such an assignment.

Carter Addresses U. T. A. Convention

Public Printer Carter was on hand at the Cleveland U. T. A. convention with some good news regarding the big G. P. O. Printing plant. He told of his plan for starting a class of twenty-five apprentices at certain periods—having in mind a constant stream of learners. His talk was enthusiastically received.

Raft of Editors Around Like That One

"The Live Hook," organ of the Washington Press association, relates that, speaking of editors, one of them said: "I don't like that word editors; we are not editors, not many of us. We are publishers, if you care to call us that; but certainly not editors."

Editor or publisher that makes no difference just now. The idea is this: One editor said: "We have a raft of editors in the state like that." Like what? Is the logical question.

Editors who still insist upon conducting their paper as it was done 25 years ago, yes, as it was done even as late as 10 years ago. This style editor, who maintains it can't be done.

Remember when the first war restriction order came out? That was drastic for a government like ours to order a people of a free nation. But we were at war. That made a difference and to prove it we obeyed that order and all the others followed like the good citizens we were, and still are, but having again assumed the place of peace, we forget those things.

We all said: "It can't be done." Then jumped in and did it and kept on jumping and doing things until we won the war. Peace brought back the weak spinal cord and again we say "it can't be done." None of us like war, yet we must continually be at war with some lest they die with the statement on their lips, "it can't be done."

"That's alright in his town, but not mine. My merchants and readers are different. My town is not like his. My condition is different." This is what the "can't be done" type editor uses as an excuse for not doing things.

Now is the time for all good newspaper men to come to the rescue of the profession. Stop passing the buck to the reader, advertiser and town. Buck passing is a poor game to play. It will not get you anywhere. Put this in your note book: When you hear an editor explaining how different his condition is, write down that the difference is more liable to be in the editor than the community.

Many times it has been said that the newspaper cannot rise higher than its community. It is more nearly true to say that a community cannot rise higher than its newspaper and that the newspaper cannot rise higher than its publisher. Get hep to yourself you editors who have not felt the call to better and higher things than were the curse of the newspaper man in those dark days gone by.

There is room for every publisher in the state if he makes room for himself. Room for ambitions to be realized, if he has them. Room for accomplishments if he is qualified to accomplish them. Room to do things if he has the ability to do—the mental and moral strength to do.

Room and room aplenty for the live, progressive chap, but no room for that editor whose motto is "It can't be done."

After all, we still have a raft of editors round the state like that.

All the notables of the printing industry were on hand at the U. T. A. convention in Cleveland. There was Mr. Munder of Baltimore; Donnelly of Chicago; Fell of Philadelphia; Finlay of Boston; Green of New York, and the redoubtable Charles Francis of Gotham. They never miss the big meetings.

Vitalizing Moral and Civic Betterment

Mission of the Press in Community and Home Life One of Service, Education, Enlightenment and Watchfulness in Portrayal of News of the Day

An address given by A. T. Spivey, Editor and Publisher of the East St. Louis Daily Journal at the Annual Convention of the Illinois Press association at the Morrison Hotel in Chicago, Illinois.

"And the rain descended, and the flood came, and the wind blew, and beat upon the house; and it fell not; for it was founded upon a rock."

THIS Text accompanying this article is the admonition of the Holy Nazarene to the multitude in His famous sermon on the Mount.

The rock referred to here was obedience to God. The rock of the newspaper business is character. The rain and the flood and the wind that descends upon the clean, honest, well regulated newspaper is opposition and intrigue, and chicanery of the drones and parasites who live off of what they steal and obtain through disreputable methods.

What I have to say about building a newspaper is based largely upon my personal experience in nearly thirty years of active newspaper work ranging in character from office devil at two dollars per week to position I now hold as the editor and proprietor of a modest daily newspaper, with many limitations. My experience has been with smaller newspapers yet it is no different than the experience obtained in operating great metropolitan newspapers—the same principals are involved. And I might say here without being charged with immodesty that I have personally taken three old established newspapers out of a chasm of failure and made of them in a comparatively short period of time useful, progressive and prosperous newspapers. This accomplishment of course required not only courage and determination but a lot of real hard work. Many times apparently striking the hardest licks in the face of disappointment and failure. But perseverance and bull dog tenacity augmented by sixteen hours of hard work a day when necessary, letting down the sand on the up-grades and applying the brakes on the dangerous declines, eventually brought success.

It must be admitted of course that financial success cannot be obtained in a limited field of opportunities and it naturally follows that the greatest financial success can be obtained in the larger cities where there are more opportunities for development. In other words you cannot build up a profitable business in a small country town but the influence of your paper in a small country town, if the paper is properly conducted, can be just as great comparatively speaking as in the larger cities. The small newspaper must have character just the same as the larger ones. Throughout my newspaper career it has been one of my fundamental policies to do what I could in a modest way to promote high civic ideals and clean politics. I have always considered this my plain duty and have never asked reward for any good I may have accomplished. It is bad policy for a newspaper publisher to attempt to anchor his character in the hearts of the people by parading his acts in doing his plain duty.

Plain duty means to stand for what is right and steadfastly oppose that which is wrong. To support public men and public organizations when they are doing right and to criticize them when they are doing wrong. To fight back the warrior of crime, trample down the briar of incompetency and blaze the way to a better and more respectable community. To defend the weak and helpless against the strong and oppressive. To do this an editor must keep himself clean and invulnerable. He must stand like a rock against influences for wrongdoing and turn a deaf ear to the temptations to profit illegitimately. It doesn't pay. You never knew of a newspaper published to make a success in that way. You must keep your newspaper in a clean, honest open atmosphere. The people must have confidence in your newspaper and that confidence can only be inspired by honest efforts and honest work on the part of the newspaper. In directing this kind of publicity frequently your friends as well as your opponents criticize you when honor and obedience to your conscience require you, through your newspaper, to speak unwelcome truths. To do this requires character. You can't lay claim to character and let crooked unscrupulous politicians dictate what you should do. I always invite and welcome constructive criticism and advice but no living man could ever tell me I had to do a thing.

Please do not misunderstand me. I make no claims of greatness or superiority for my newspapers but we can always hold our heads up in justified pride in our superiority over many newspapers because we do the things that tend to strengthen and vitalize moral and civic betterment that other newspapers frequently, for one cause or another, refuse or neglect to do. This gives our newspapers a prestige, establishes confidence, and good will among our readers all to the advantage of our advertisers, who after all are the oil burners in the fire box of any newspaper and the steam in the counting room cylinders. The best advertising mediums are the newspapers with the greatest pulling power and newspapers with the greatest pulling power are those that enjoy the confidence of their readers through fearless and just conduct and character.

Character should be the radiant sun of rectitude; the vitalizing energy of conscience which insires the ocean of living light which guides us.

Character of the press need not be written into a code but it should be an affirmative intelligence of the soul which fixed progression should blaze the safe and sound way through the mired valleys and over the obstructive mountains of life and affairs, and away from the deep and sunless abyss of failure.

Character with the newspaper publisher is not the negative will to avoid what is wrong but the positive determination to think and do only what is right.

I need not tell you that the newspaper with character is a mighty force for good. Its power dethrones the crooked politician and drives the tyrants into the solitude and humiliation of defeat, crushed and deserted.

As rooted reeds, impostors and criminals —the pretenders, and rascals of business —are beaten down by the annihilating storms of truth, in the editorial or news columns of your newspapers. Despots, spoilators, parasites and malefactors cringe before the protector of the weak and helpless, the poor, the defender of the nation, the state, the city, and the people's weal. The whole civilized world realizes with awe and assurance the all-conquering power of the newspaper with character.

Character is the most distinguished trait of any well-regulated newspaper, particularly does it distinguish the moral and mental qualities of the editor. Character is the sum of those qualities which distinguish the editor as a personality—coupled with conduct in accordance with or controlled by a nice sense of what is right. Character is a scrupulous sense of what is due to lofty personal character and the conventional usages of society. Character keeps a newspaper clean. Character inspires confidence and invariably ingraciates your newspaper into the hearts of the readers.

In conducting your newspaper under these lofty ideals there is of course a clear line of demarcation that should not be overstepped. You can overdo a thing, you can wear out the welcome of your newspaper in the home by constantly indulging in ill times and injudicious attacks. Your reasons should be not personal or political or monetary or with the object of tearing down some one to build up another. The just public mind will be quick to detect your object and thwart your purpose.

You must constantly reserve to your newspaper the most perfect freedom of thought and action. You can best seek public confidence by maintaining and preserving your independence. Time was not far beyond when every newspaper was aligned with some political party but with a modern independence of thought was born the modern independent newspaper. To be independent does not mean to be neutral. An independent newspaper does not bind itself to any political party or faction. It has its political views and political leanings. But it reserves the right to condemn any political party when such is deserved. Editorially, the independent newspaper should be the mouth piece of the best in its community.

I believe that every newspaper man should have a code of ethics just as the medical and legal man. It becomes necessary occasionally for any well-regulated newspaper to speak frankly and truthfully about public men but it does not mean

that it is the duty of an editor to give vent to his personal feelings in the columns of his newspaper and indulge in vilification and abuse. It always makes enemies for your newspaper and rarely ever directs force to you.

The newspaper is a public institution, and as such it is more than a means of disseminating information. The primary object of the publication is to acquaint the people of the community or district which it serves not only with local happenings of importance but with principal current events of the nation and the leading countries of the world. Primarily, it is, as a public institution, the people's organ for obtaining news.

In these times the popular newspaper must also present instructive and pleasing illustrations, interesting fiction, informative and entertaining features, and well written and enlightening editorials. There must be illustrations and articles appealing to the women and children. Besides news, the modern newspaper must offer to the public a great variety of educational useful and diverting material. This of course, is applied more especially to daily newspapers, and the newspaper is more than a news disseminator, educator and entertainer. In a true sense it is the people's forum. It is the people's forum in that it accepts news of more or less value from anybody and everybody, and in that it accepts and publishes letters and statements from known persons.

To the scope of the public utility and service of the daily press there is no limit. The greatness of a paper is its standing with the people, and any matter, whether it is news or feature, that is of strong human interest tends to increase and strengthen popularity. As a public institution the newspaper is a human institution. The style of presenting the contents of the press is an impressive phase of editorial management. The people like a bright and breezy newspaper with artistic arrangement of articles and illustrations.

The popularity and success of a newspaper are due partly to its substance and appearance but it is impossible to build a great and powerful newspaper with material and mechanical contrivances. The indispensable qualification for building a newspaper is quality, and quality is character, and character is soul.

The people have a peculiar sense for judging a newspaper, and this sense is like an instinct. There is no reason to it, no emotion to it. It is the instinct for character-reading. Unconsciously, the readers read every article, picture, feature and editorial in it, and the power of the newspaper is determined by the confidence which the soul of the direction apparent in every line and work, inspires among the many.

The initial requisite for building a newspaper is integrity. The news must be true, impartial, accurate and reliable. The editorials must be frank and fair. The welfare of the public and the desire to give all the news must be paramount to other considerations, and this policy must be apparent in the writing and treatment of news and information. As a public institution, the press must serve the public, and not from its own, but from the public's point of view.

The policy must be fearless, just and democratic. The paper must strike at every wrong and advance every right. It must attack the evil and defend the good. It must give the ordinary citizen an equal chance with the rich and influential and promote the weal of all the people. It must support religion, the government and the home. It is the character, the honesty, the fearlessness, the justice, the fairness, the democracy, and the public spirit of journalism that are the necessary and primary qualities for building a newspaper. Not the substance and the style, not the material and the mechanism, can build a great and trusted newspaper. The great newspaper is built of soul.

Necessity for Better Training in Business

IN an analytical article, Frank Crane, managing editor of Bradstreets, has simmered the cause of falure in business down to two classes—one of personal origin, the other due to outside happenings, and occurrences presumably beyond the individual's control. Mr. Crane summarized in eleven underlying causes the reasons for business failure, as follows:

PERSONAL CAUSES

1. Incompetence (irrespective of other causes).
2. Inexperience (without other incompetence).
3. Lack of Capital (or doing too large a business for capital employed).
4. Unwise Credits to others.
5. Speculation (outside regular business).
6. Neglect of business (due to doubtful habits).
7. Personal Extravagance.
8. Fraudulent Disposition of Property.

NON-PERSONAL CAUSES.

9. Specific conditions (crisis, depression, war, conflagration, floods, crop failures).
10. Failures of others (of apparently solvent debtors).
11. Competition.

The old saying about a man's being the architect of his own fortune comes strongly to mind when the proportions of the failures due to personal and non-personal causes are considered. Thirty-one years' records reveal that 1918 saw the peak point in the matter of personal responsibility for failure, when 86 per cent of all failures were charged to the faults of those failing and only 14 per cent to happenings beyond their control. These percentages were closely approached in 1919, when 85.9 per cent of the blame was assigned to the individual. In 1896, a year of stress, the personal proportion was down to 66.2 per cent, the lowest point of all the years; while 33.8 per cent was charged to non-personal causes. In 1921, the personal proportion was 74.8 per cent, and the non-personal was 25.2 per cent. The spread of the differences between these percentages referring to personal responsibility was almost 20 per cent, which may be taken to indicate the varying influences that outside stress exercised between the best and the worst of years. Just how this has worked in good and bad years may be seen by a massing of the percentage ruling in what have been esteemed prosperous years or the reverse (see tables incorporated herewith).

Several features stand out in these statistical exhibits. In the earlier years, "lack of capital" was the main compelling cause of failure, dwarfing all others. With the growth of the country in wealth and banking power, however, "lack of capital" has declined in importance, "incompetence" coming to be regarded as the most fatal defect. Dilution of the quality of the business community may perhaps also be indicated here. It is certain that "incompetence," which was second to "lack of capital" as a cause from 1890 to 1911, went to the front in 1912, and except in two years since then—namely, 1913 and 1914—has held first position.

The peak year for "lack of capital" as a cause was 1891, when 39.2 per cent of failures were ascribed to it and the low point year was 1915, when only 27.5 per cent was so attributed. Other years when "lack of capital" was especially fatal were 1890, 1906 and 1907, when the percentages failing owing to these causes were 37.9, 35.9, and 37.1 per cent respectively Two of these years, 1906 and 1907, were periods of speculation and of high money.

"Specific conditions," as their description implies, were hurtful in years of stress and, as the tables show, this central cause was most injurious in 1896, when 27.5 per cent of all failure were reported due to it. This proportion was most closely approached in 1897, when the proportion was 25.3 per cent. The variations between the percentages of those years and of years like 1904 and 1908—also years of stress, but, like 1915, following in each case immediately after acute periods—are interesting.

The year 1919 saw "specific conditions" charged with only 11.3 per cent of all failures—its lowest ebb. That year, it might be recalled, also saw the smallest number of failures and the sixth smallest total of liabilities recorded since Bradstreet's compilation of failure returns was begun.

If the growth of the country over the preceding years of war be allowed for, the liabilities of 1919, were, smaller than ever before recorded. That year, came as near to perfection for those in business as any ever seen, and yet, as it will be observed by reference to the accompanying statistics, 5,515 failures were reported with $115,500,000 of liabilities.

How near perfection 1919 was as a year of good business is, perhaps, best indicated by the dropping of the annual business mortality to the unprecedented low point of .29 of one per cent. In that year, "incompetence" and "inexperience" combined accounted for 43.8 per cent and "lack of capital" for 30.3 per cent, while "specific conditions," the third most important cause, was responsible for only 11.3 per cent of all casualties, which percentages may be taken as mirroring the essential responsibility of the individual for the troubles which beset him in that favorable year.

More and Better Local Advertising

Increased Amount of Local Advertising Dependent Upon Its Measuring More Closely With Character and Typography of National Publicity

BY H. W. PICKERING.
Porte Publishing Company, Salt Lake City, Utah, Delivered Before the National Editorial Association, Missoula, Mont.

WHEN I was assigned the subject of "More and Better Local Advertising," I thought it might be as well to reverse the title to read "Better and More Local Advertising," for it seems very certain that an increased amount of local advertising is dependent almost wholly upon *better* local advertising.

Local advertising, generally speaking, is not up to the mark set by national advertising—not by a long shot—and is at present far short of the quality it should have attained. There seems to have been very little progress in this much neglected field, which is certainly to be regretted, considering that it offers the publisher of the home town paper such a wonderful opportunity for both profit and service.

Local advertising, merchandise advertising especially, naturally claims a huge amount of attention from the publisher—but it must be given much more attention if any appreciable increase in volume is to be shown.

We hear a great deal about the service that should be rendered by the publisher to his community; to his subscribers; to all the public moves in his locality—but we hear very little about the great debt of service he owes to the advertisers who pay him the money that makes it possible for the paper to continue in business and to serve the community as it should be served.

There is probably not a publisher who would not very quickly resent the intimation by any of his advertisers that the money paid him for space in his newspaper was regarded as a donation.

I've heard publishers telling how they told some advertiser that they would not accept his ad unless he felt that his investment in space had been justified by results.

Yet, how many who take that stand can truthfully tell themselves that it really pays to advertise in their newspapers—aside from the glittering generality that "it pays to advertise"—to a certain degree—in any medium whatsoever? In other words, how can they prove their claims?

Maybe, after all, the reluctant advertiser is right—maybe his money paid for space, is, in the broad sense, little more than a donation. But, after all, the fault is not the paper's, provided it covers its field and that it has the confidence of its readers. And it is not the publisher's fault, altogether.

It is principally the fault of the so-called advertisement that, as usually presented, can really serve no purpose other than filling space.

Unless the merchant is permitted to see for himself that a certain advertisement really did attract customers to his store—as in the case of a sale ad—there may be some slight excuse for the merchant claiming that, in his case, it doesn't pay to advertise.

It is while confronting this question that the publisher faces the necessity of devoting a lot of earnest attention to the *quality* of the advertisements which appear in his paper.

First of all, advertisements that pay must advertise *something*—merchandise or service. It does not do to just fill space with a lot of vague wording to the effect that such-and-such a store or such-and-such a man is in business and that general merchandise is sold, or plumbing is neatly done, or what not. Especially is this true in villages and small towns and small cities, where everyone knows perfectly well what goods are to be found at what stores. Specific items must be advertised at a stated price and the price must be played up.

Glance over the average small town newspaper and what do you see? A succession of advertisements which are really nothing more than card announcements—simply enlarged forms of the business cards usually carried in a column for doctors and lawyers and other professional people. These merchants offer nothing in their advertisements but words—and they are not in the business of selling words.

If an advertisement cannot be classed as a merchandise ad, then it must be—in the broad sense—an institutional ad, and institutional advertising is a very expensive luxury, especially in a small town. If you permit your advertiser, who sells merchandise, to run an institutional ad in your paper, when he should be advertising goods, the fault is partly yours if the ad doesn't pay. However, there is no getting around the fact that many advertisers imagine that the ads they write are the last word in cleverness and selling force and they would resent any suggestion from anyone. In that case, the publisher would be nothing short of foolish to attempt a criticism. We are considering, now, only the advertisers who would welcome help in preparing their ads.

Speaking of advertisers who are cocksure of their own ability to write ads naturally calls to mind the worst form or ad ever encountered in the home town paper—for these self-made ad writers are generally the authors. I refer to the awful thing that appears occasionally with a miserable pun as a headline, or some stupid heading such as: "Don't Read This Ad;" or the whole ad purposely inserted upside down. Of course this is done in a mistaken attempt to get attention—and perhaps it does, but consider the effect! The author simply brands himself as a "smarty" and the natural impression is that he must be a "clown" in his business if he insists on using such cheap clap-trap to advertise his wares.

Someone has observed that most small town merchants devote considerable attention to the buying end of their business, making regular trips to the city to buy the most up-to-date goods, but do not learn much about the selling end.

Helping the merchant to sell is fast becoming an added responsibility to be shouldered by the publisher of the local newspaper. This comprises not only the writing of selling copy—or obtaining it from some reliable source—but it also means the assumption of duties as merchandising counsel to the home town merchants.

There are very few merchants, anywhere, who are keen to take advantage of every turn in events and every season to sell their goods. With due credit to some country merchants who are really marvels in their lines, it must be admitted that many merchants in smaller towns are merely storekeepers, doing a certain amount of business just as fixtures in their small business world.

Perhaps one reason why they do not keep everlastingly at the driving tactics of selling is because they are in the old off-season rut, a malady contracted, maybe, from close association with farmers of the old school. Get them out of this. It will require tact—bushels of it—but the same tact that enables you to stay in the newspaper business will enable you to put it over.

In every way possible, come to the aid of merchants who are buying your space. The modern editor is a business man, and as such must quickly sense the obligation he is under to see that advertisers get their money's worth—and more—for the space they buy.

You can co-operate to the best advantage if you will learn something about writing advertisements. Perhaps many of you are already fairly expert, and if so, you are no doubt giving your advertisers the benefit of your ability. But, for the man who doesn't know how to write an advertisement, it would be time well spent if a little study were given to this subject.

While there appears to be much difficulty in the way of writing an advertisement that sells, it is not nearly as hard as it seems. A knowledge of good English and the exercise of common sense are the principal ingredients of a selling ad.

Frequently the adaptation of a good piece of copy to local needs—without actually stealing it—will serve the purpose. Observation of the copy appeal contained in successful ads will give an insight into good advertising methods as quickly as the most intense study of a text book.

It is in endeavoring to encourage the *adaptation* of ideas and selling copy that The Ad-Viservice, issued by the Porte Publishing Company, is making its strongest effort. The advertisements contained in The Ad-Viservice are certainly not to be considered as "canned ads," submitted with the idea that they can be dropped into the paper without change. The production of such ads would be worse than useless. There could be no profit in it for anyone. I feel safe in saying that this is also true of most other reliable services which prepare and distribute *suggestive* ads.

The value of the ads we write and set-up and print for you to show to your advertisers lies in the fact that they do contain *selling copy,* regardless of the fact that they may have been written over fictitious signatures or that the prices displayed may be utterly ridiculous. It is the *idea,* the *hunch,* that we want to register with you.

Things are moving along rapidly in the publishing business. Every day the publisher is called upon to face some new problem. There is the constant demand for betterment; the ceaseless search for worthwhile news and features; the effort to make the editorials justify the confidence of the people who have come to look to them for guidance. Yes, many things are engaging the attention of the publisher—but it is hard to shake off the feeling that the publisher who gives a whoop about the quality and selling force of the advertisements appearing in his paper is a rare bird.

You have caught the interest and won the confidence of your subscribers; you undoubtedly have the respect of the people in your community whose good will is valuable. If you hadn't these things, you wouldn't be able to continue in business very long.

NOW—go out and win the confidence and good will of the men who supply the life blood of the publishing business—the advertisers!

Right in your home town you are offered a glittering opportunity to develop business; to bring prosperity to merchants and tradesmen who have limped along on mighty small receipts. Their prosperity will mean your town's prosperity and, at last, your own prosperity. All depends upon more local advertising, which can result only from better local advertising.

If your reputation is good for getting results for local advertisers, foreign accounts will flock in upon you.

If you can help your advertiser sell his goods consistently and in increasing volume, the day will have passed when any man can justly look upon his space buying in your paper merely as donation to a worthy charity.

But in making your paper a worth-while medium for advertising, see that your rates are commensurate with the service rendered.

If your paper does get business for your advertiser, the space is worth more to him than 6 cents or 10 cents an inch. Deliver the goods and then ask your regular N. E. A. scale price, at least—and *stick to it.*

And What About National Advertising?

BY JAS. O'SHAUGHNESSY.
Executive Secretary, American Association of Advertising Agencies, New York City.

NATIONAL advertising has come back. The great total of the volume of national advertising, as indicated by appropriations in the hands of the members of the American Association of Advertising Agencies, nearly equals the figures for 1920.

Two years ago we reached the peak. We accept that figure as normal. Since then we have been working harder than ever before to bring the volume back to normal. We refuse to recognize the peak as anything else but par.

We have substantially achieved the things we held out to do, and we give credit to the newspaper publishers of America for having made it possible for us to do it.

We are the builders of national advertising, but we must have the sympathetic co-operation of the publishers. We have had that co-operation from publishers and we acknowledge it as the major factor in our success.

As long as publishers continue to team with the constructive, ethical, advertising agencies, national advertising will continue to grow.

National advertising begets local advertising.

The publishers, as a whole, could well afford to work for the upbuilding of national advertising, for the benefit it is to local advertising, alone.

The members of the American Association of Advertising Agencies will be operating this fall on a plane of volume of almost a quarter of a billion of dollars.

Every dollar of that will be handled by a constructive advertising agency, which knows how to make advertising pay the advertiser, the publisher, and the public. That, to our eyes, pictures a good immediate future for American business.

National advertising, in order to be truly national in its power and effect, must use the circulations of the small city dailies and the country weeklies.

There is no such thing as a national campaign of advertising that does not use the country weeklies.

It is impossible to build a truly national status for a trade mark with proper economy to business, without using the circulations of the country weeklies.

Every national undertaking in business, to succeed within proper cost of time and money, must use the circulations of the country weeklies.

We have had a recent demonstration of this.

The members of our association also compose a national corporation which you know as the Advertising Agencies Corporation. The purpose of this corporation is to handle advertising for the United States Government with all of our members working on the advertising, and all of them sharing the responsibilities and benefits.

This was done, not for direct profit, but to take government advertising out of politics, and save it from mis-handling.

We handled the advertising of the Navy Department just after the war.

We recommended the use of every weekly paper in the United States.

We did that because we wanted to educate all the people of America to the truth as to our Navy.

That was the first time all the country weeklies had ever been used in a single advertising campaign. This recommendation reflected the judgment of our association as a whole.

Advertising agencies outside of our association criticised our judgment in using all the country weeklies in a single campaign.

That campaign was a wonderful success. It was afterwards declared by the officers of the Navy who were directly concerned that it had been worth more than five times the cost.

The Advertising Agencies Corporation made a survey and prepared the plan of advertising for the United States Shipping Board.

We made our survey over forty-eight states, and it revealed to us that in order to make the American Merchant Marine campaign properly successful it should be advertised nationally.

The only definite recommendation we made was that the advertising should begin in the country press, and that the country press should be the backbone of the campaign.

The Shipping Board took its advertising away from the Advertising Agencies Corporation, and we have been informed indirectly, that the reason they did it was because we recommended the use of country weeklies.

Time has vindicated our judgment. The recent appeals to the agricultural regions made by the Shipping Board is sufficient testimony for you or for us.

If the Advertising Agencies Corporation lost this advertising because it recommended country weeklies, it gained something

of even greater value to us. It proved that such an undertaking as our Merchant Marines must use the advertising columns of the country weeklies, exactly as we recommended in our written recommendation to the United States Shipping Board.

While the country weekly is necessary, at the same time it does not follow that the country weekly should make it so hard for the advertising agency to use it.

Our members have the greatest difficulty in getting information from country weeklies.

We are even unable to get rates in many instances.

The publisher of the country weekly owes it to the general welfare as well as to himself to provide the necessary information so that advertising agencies can buy space in his paper.

Every publisher of every weekly in the United States can issue a rate card, and he can issue it in our standard form. We have sent samples of standard rate cards with full instructions to every weekly in the United States, and yet many of the country weeklies have refused to take advantage of this great service we offer to them free.

More than anything else I would urge upon these publishers to get out rate cards and to print them in the standard form.

If you have any trouble in making them up our office will give the necessary assistance without cost.

The next suggestion I would like to make would be that the country weeklies of every state should be on a state list. Such a list should be supervised by some form of a committee or organization.

Circulations are more easily sold in large quantities. By grouping the circulations of country weeklies by states all of them would get business where now none of them get it.

There appears to me to be no good reason why the National Editorial Association cannot assume the responsibility of seeing that in every state in the Union there will be prepared a complete list of every country weekly, with circulations and rates.

That is not a difficult work if your association will subdivide it and assign it to a committee in each state.

The making of such state lists would lead to fine results in standardization.

Rates would be standardized. If any publisher should make an advertising rate which was higher in proportion to circulation than the other papers in the state he should give a good reason to the state committee, so that the committee in turn could verify the soundness of his rate.

It is a fact that some papers are entitled to a higher rate in proportion to circulation than others, and if that fact exists it can be presented to such a committee and the approval of the committee will in turn be good evidence to the rate department of the advertising agency.

This work along the lines of standardization will lead to other things which in turn will reduce the difficulties and costs in getting advertising into the country weeklies.

There should be a standard column width and length, and standard page sizes. Variance in sizes adds to mechanical cost of the advertising. Every dollar spent on the mechanics of the advertising comes out of the money which would otherwise go to the publisher for space.

When columns and pages are standardized the country weeklies will get more orders for national advertising, and each order will be for more money. Every dollar saved in the preparatory stages by the advertising agency will go to the publisher.

It must always be borne in mind that the advertising must pay the advertiser.

The advertising agency that knows its business is influenced by that fact above all others.

If the advertising agency places advertising where it will not pay the advertiser the agency loses the account, and so does the publisher. This means that all waste must be reduced to the minimum, and that rates must be sound.

By sound rates I do not mean that the publisher should make a rate so low that he loses money. That would be bad for the advertiser as well as the publisher.

The publication, no matter what its character, must profit if it is to be of service, and it cannot prosper if its rate is too low.

On the other hand, it cannot get or retain the business if its rate is too high, so that the question of rates calls for careful study.

When the publisher of the country weekly does his share in facilitating the use of his advertising columns he will render a service to advertising more important than any other I can see in the entire field of operations.

The good advertising agency does not desire to place all advertising in the big publications. It is often said that they do. That is not a fact. For their own welfare, and their own protection, they must place the advertising where it produces the best results for the advertiser.

The members of this association have proved, as I have indicated, that they want to use the country weeklies.

Now, we ask the publishers of the country weeklies to cooperate with us to the end that a full and just use of this—the greatest advertising medium in the world—may be quickly brought about.

We urge this not only for the benefit of advertising, but also for the general welfare, because the proper use of the country weeklies as a medium for national advertising will do much towards strengthening their constructive power and wholesome influence throughout the land.

The Linotype Man

By James Edward Hungerford

He sits there a-clickin' away on his keys;
A-clippin' out "lines" by the score;
He drips A-B-C's—M-N-O's—X-Y-Z's—
And also some seventeen more!
He juggles with periods, commas, an' such,
An' dashes an' question marks, too;
An' does he fall down on the *spellin'*? Not much!
He knows the whole spellin'-book through!

He sits there, an' eyeshade pulled over his eyes,
His fingers a-flying' about;
He knows every "trick-o-the-trade"—an' is wise
To the turnin' o' lead letters out!
He seems just a *part* o' his busy machine,
Which answers his touch like it knew
Just *what* he's *expectin'*—an' never acts *mean*,
Unless *he* is actin' mean, too!

The printers an' presses are waitin' for him,
To click out the news o' the day;
The proof-readers ready his "liners" to "glim"—
Correct 'em—or mark 'em O. K.;
The "copy" keeps comin'—an unending stream,
The which must be handled an read;
His job's never finished—just ream after ream
O' words to be turned into lead.

For hours, he keeps tappin' away on his keys,
A-turnin' out "lines" by the yard;
A-sittin' there clickin' away at his ease—
An' yet it's not easy—it's *hard;*
The whole bloomin' works is dependin' on him,
An' if you're a newspaper "fan;"
When scannin' your paper, each printed line "glim"—
The work o' the linotype man!

Printers' Devil on Ladder of Fame

Another printer's devil is climbing swiftly up the ladder of fame. At the election November 7, Albert Donahey was elected governor of the state of Ohio. His early education was obtained as a printer's devil in the composing room of the West Chester *Times* after barely getting through the common school. In 1916 he was elected state auditor. His business-like administration won him the admiration of republicans and democrats alike. This year, despite the hostility of the politicians, he won his way to the governor's chair.

New Stereotyping Process

Carl Winkler, Bern, Switzerland, has been granted United States and foreign patents on a holding device for stereotype matrices. The device in question is a machine on which it is possible to produce a stereotype plate which leaves the casting machine and goes directly to the cylinder of the rotary press without machining or finishing of any kind. There is not an ounce of excess casting, no delay, and no bore. The machine has been in use in European countries for several years, performing its task successfully during all this time. It is the intention of the inventor to market this machine in the United States in the near future.

Winkler, Fallert & Co., of which Carl Winkler is the head, have been successfully manufacturing stereotyping machinery for a decade. They have some decided innovations among their equipment, which comprises practically every kind of machine used in the stereotyping department of metropolitan newspaper plants and a wide array of printing equipment. It is said that the concern is negotiating with one of the foremost American concerns whereby an arrangement will be made for the manufacture of Winkler stereotyping and printing machinery in the United States. The manufacturers expect to appear in this country before the end of this year with a complete line of their machines for demonstration.

*

To Discount or Not to Discount, Which?

A printer in an eastern city frowns on granting discounts to his clients. He absolutely refuses to recognize the word discount as applied to printing delivered by him to his customers. He gives his views in the matter in the following manner:

"I have found that the best way to make clear to a customer that we cannot grant a discount on a bill of printing lies in the fact that only about one-third of a job at best is discountable. In other words, roughly one-third of a job of printing is for stock, one-third for labor and one-third for overhead. We get no discount from our men because we pay them their wages every week. This is a net item. Likewise with the overhead. Therefore, we have left only the item of stock which is discountable to ourselves. If, therefore, on a job of printing amounting to $100.00 you grant a discount of 2%, it means actually that we are giving the customer a discount of 6% on that part of his bill which might possibly be discountable."

*

Stupid Salesmanship

A young man walked up and down the aisles of a crowded theatre the other evening, calling out "Maraschino cherries and chocolates."

I watched him closely for ten minutes and he didn't make a single sale.

No wonder!

Not a line of salesmanship in his talk.

Not a word about price. Not a word about the size of the package. Not a word about the name of the manufacturer. Not a word about the quality. Not a word to arouse an appetite for his confection.

What a powerful demonstration of stupid salesmanship!

What Would Your Rating Be?

The Chamber of Commerce of the United States has prepared a questionnaire containing 20 questions, a few of which we have modified to meet the conditions in our industry. Allowing 5 points for each question, how near the 100 rating can YOU come:

1. Dou you keep an inventory account of paper stock on hand?
2. Do you know what you save annually by discounting bills?
3. Do you know what it costs to produce each job?
4. Do you know what you owe?
5. Do you have a recent appraisal, and is a copy in a safe place outside your plant?
6. Do you figure stock at retail list prices?
7. Do you make sufficient allowance for depreciation and bad debts?
8. Do you know what is due you?
9. Can you furnish your bank a financial statement at once?
10. Are collections made as rapidly as accounts increase?
11. Do you attend the meetings of your association?
12. Do you make up a monthly "profit and loss statement"?
13. Do you divide your expenses into a sufficient number of separate accounts?
14. Do you own the building in which you do business?
15. Do you charge rent therefor?
16. Do you charge your own salary as an expense?
17. Do you charge interest on money invested?
18. Do you operate a standard cost finding system?
19. If a fire took place, could you from books give a complete statement of all accounts?

*

New Paper Mills at Neenah

Excavation will soon commence for the new Valley Paper Mills at Neenah, Wis. The Valley Paper company was recently incorporated by prominent men in Neenah and Milwaukee.

The company will specialize in the manufacture of glassine paper and kindred lines. The remarkable growth of the candy industry has been the means of developing new products in paper manufacture, used chiefly for wrapping the five and ten cent goods. Glassine until quite recently, was only produced in France. The substance is a residue of gelatin, said to be harmless and quite digestive. American manufacturers have been striving to obtain these desirable qualities in American made glassine.

The new mill in West Menasha, will be 610 feet in length and its width will vary to accommodate machine installation.

Room is to be provided for an up-to-date printing establishment.

*

Invention to Save Matrices

Adolph Becker, machinist on the *Intelligencer,* Wheeling, W. Va., has just received a patent for an attachment to save wear and tear on the matrices of linotype machines. It is estimated that his patent will make these matrices, which are manufactured of brass, and rather expensive, last from sixty to seventy per cent longer than at present. Mr. Becker's patent eliminates the combination on the distributor box bar and elevator bar. It can be applied to all linotype machines.

About Credits

Many printers are doing business and extend credit without themselves appreciating the true meaning and import of credit. If they thoroughly understood the term "credit," very few of them would have uncollectable or slow accounts on their books.

The extending of credit implies confidence—confidence reposed in the concern seeking credit that they have the ability and the desire to meet their bills when they are due. Extending credit is just the same as saying to a customer: "I will trust you; I rely upon your honesty to pay this bill on or before the tenth of the month following date of invoice." Credit is just the same as loaning money on a note. You expect a note to be paid when it falls due—and except in extenuating circumstances, which work themselves out in other ways—the note is always paid at maturity.

No honest buyer of printing can justly object to your desire to know if he can and will pay the bill. But custom, *printer made custom,* has developed an entirely different attitude on the subject than is held by a bank, the department store and other lines of business. Only the members of the industry can rectify the mistakes of the past and they should take action necessary to accomplish a reform.

When you step into a store of responsibility in any city and ask for credit, you are referred to the credit manager or an aid, *and he insists,* without you becoming offended, that *you prove yourself trustworthy* of *credit.* One of the *first* quesions *is*: *Have you done business with other firms in the city,* and the *next* one is *"who"?* and following are others until the story is told in every detail, and even then the decision is not given until references are investigated. How many printers ever ask a new customer who *has been producing* his *work?* How many printers make an effort to find out if a firm has failed to pay the other fellow, when they secure a new customer? A few do. The rest should.

*

The Only Cowboy Newspaper in the World

The Cowboys' reunion bunch at Las Vegas, N. M., claim a bit of distinction in publicity. Each year they issue a Reunion News, a publication saturated with the atmosphere of the big western reunion. The paper is edited by Phil LeNoir, executive secretary of the association and all round publicity hound. LeNoir is also a writer of short stories, verse and an occasional movie. Several thousand copies of the paper are published and distributed to the four winds, but never at random.

The prestige of a "real newspaper" is used to get folks to read what they would never pay any attention to on a poster or mere advertising sheet; and the material is made as newsy and interesting as possible. To the cowboy who knows the show from year to year it is a real newspaper and to the uninitiated it is almost a story book.

In fact the July issue this year prints a good, live cowpuncher story built about the big Vegas show itself, having appeared in Top Notch (New York) a year or so ago.

"There is something about the newspaper idea that gets 'em," says LeNoir. "They read it and they trust it better than any four colored poster we could put out."

Oregon Press Code of Ethics

"The foundation of ethical journalism is sincerity. The sincere journalist will be honest alike in his purposes and in his writings. To the best of his capacity to ascertain truth, he will always be truthful." Thus begins the code of ethics of the Oregon State Editorial association, the thirty-two provisions of which are as follows:

I. SINCERITY; TRUTH:

1. We will put accuracy above all other considerations in the written word, whether editorial, advertisement, article, or news story.

2. We will interpret accuracy not merely as the absence of actual misstatement, but as the presence of whatever is necessary to prevent the reader from making a false deduction.

3. In an ethical attitude toward truth, we will be open at all times to conviction, for the sincere journalist, while fearless and firm, will never be stubborn; therefore we will never decline to hear and consider new evidence.

4. If new evidence forces a change of opinion, we will be as free in the acknowledgment of the new opinion as in the utterance of the old.

5. We will promote a similar attitude in others toward truth, not asking or permitting employes to write things which as sincere journalists we would not ourselves write.

II. CARE; COMPETENCY; THOROUGHNESS:

6. By study and inquiry and observation, we will constantly aim to improve ourselves, so that our writings may be more authentic, and of greater perspective, and more conducive to the social good.

7. We will consider it an essential in those we employ that they not merely be of ethical attitude, but reasonably equipped to carry out their ideals.

8. We will make care our devotion in the preparation of statements of fact and in the utterance of opinion.

9. We will advocate in our respective communities the same thoroughness, sound preparation, and pride of craft, that we desire in ourselves, our employes, and our associates.

10. We are accordingly the active enemies of superficiality and pretense.

III. JUSTICE; MERCY; KINDLINESS:

11. We will not make "privileged utterance" a cloak for unjust attack, or spiteful venting, or carelessness in investigation, in the cases of parties or persons.

12. We will aim to protect, within reason, the rights of individuals mentioned in public documents, regardless of the effect on "good stories" or upon editorial policy.

13. We will deal by all persons alike so far as is humanly possible, not varying from the procedure of any part of this code because of the wealth, influence, or personal situation of the persons concerned, except as hereinafter provided.

14. It shall be one of our canons that mercy and kindliness are legitimate considerations in any phase of journalism; and that if the public or social interest seems to be best conserved by suppression, we may suppress; but the motive in such instances must always be the public or social interest, and not the personal or commercial interest.

15. We will try so to conduct our publication, or to direct our writing, that justice, kindliness, and mercy will characterize uor work.

IV. MODERATION; CONSERVATISM; PROPORTION:

16. We will endeavor to avoid the injustice that springs from hasty conclusion in editorial or reportorial or interpretative practice.

17. We will not overplay news or editorial for the sake of effect when such procedure may lead to false deductions in readers' minds.

18. We will regard accuracy and completeness as more vital than our being the first to print.

19. We will try to observe due proportion in the display of news to the end that inconsequential matter may not seem to take precedence in social importance over news of public significance.

20. We will in all respects in our writing and publishing endeavor to observe moderation and steadiness.

21. Recognizing that the kaledioscopic changes in news tend to keep the public processes of mind at a superficial level, we will try to maintain a news and an editorial policy that will be less ephemeral in its influence upon social thought.

V. PARTISANSHIP; PROPAGANDA:

22. We will resist outside control in every phase of our practice, believing that the best interests of society require intellectual freedom in journalism.

23. We will rise above party and other partisanship in writing and publishing, supporting parties and issues only so far as we sincerely believe them to be in the public interest.

24. We will not permit, unless in exceptional cases, the publishing of news and editorial matter not prepared by ourselves or our staffs, believing that original matter is the best answer to the peril of propaganda.

VI. PUBLIC SERVICE AND POLICY:

25. We will keep our writings and our publications free from unrefinement, except so far as we may sincerely believe publication of sordid details to be for the social good.

26. We will consider all that we write or publish for public consumption in the light of its effect upon social policy, refraining from writing or from publishing if we believe, our material to be socially deterimental.

27. We will regard our privilege of writing for publication or publishing for public consumption as an enterprise that is social as well as commercial in character, and therefore will at all times have an eye against doing anything counter to social interest.

28. We believe it an essential part of this policy that we shall not be respecters of persons.

VII. ADVERTISING AND CIRCULATION:

29. We will cooperate with those social interests whose business it is to raise the ethical standard of advertising.

30. We will discourage and bar from our columns advertising which in our belief is intended to deceive the reader in his estimate of what is advertised. (This clause is intended to cover the many phases of fraud, and unfair competition, and the advertising of articles that seem likely to be harmful to the purchaser's morals or health.

31. We will not advertise our own newspaper or its circulation boastfully, or otherwise, in terms not in harmony with the clauses of this code of ethics. (This is intended to cover misleading statements to the public or to advertisers as to the whole number of copies printed, number of paid-up subscribers, number of street sales, and percentage of local circulation.)

32. We will not make our printing facilities available for the production of advertising which we believe to be socially harmful or fraudulent in its intent.

✣

The Code of Ethics Exemplified

Recently the firm of Edward Stern and Company, Philadelphia, received a letter from a nursery in Kansas asking this Philadelphia concern to quote upon a little catalog which was accompanied by a very formidable specification. Julius S. Weyl, secretary of Edward Stern & Co., wrote to secretary Miller of the U. T. A. asking that the letter and catalog of the nursery be referred to the nearest Typothetae printer in Kansas. Mr. Weyl also sent a copy of the letter which he had written to the nursery, which contains so much good advice and so thoroughly exemplifies the code of ethics as it should be practiced by Typothetae members and the printing fraternity generally that we are publishing it in full:

"We have yours of the 19th instant and feel complimented that you should have written all the way from Lawrence, Kansas, to Philadelphia for a price on your catalog. Your specification is so thorough and complete that it looks more like one prepared by the Government in buying its printing than by a nursery.

"It would be entirely impractical for you to buy your catalogs so far from home and we would not want to do the work. I presume that your specification is prepared in all its present detail in order to insure your receiving from the printer what you expect, but although this specification looks very accurate to you, any printer could drive a horse and wagon through it.

This concern has been in the printing business over fifty years, and my experience emboldens me to make a suggestion. Buy this catalog from the nearest printer to you in whose work and integrity you have confidence. There is no other way in which your interests can be protected. It may cost you a little more, but you will get what you expect and will pay a fair price for it."

✣

New Plate Process

Printers from all over the country are interested in the linoplate machine, a device made in Boston for producing linoplates automatically. It is said the machine will be one of the sensations of the Graphic Arts exposition in Boston.

The machine was designed by I. W. Litchfield and is the result of many years' study and experience. It is claimed, by its sponsors, that this machine will make plates in about four minutes and at approximately half the cost of the electrotype. The process is a simple one.

The Farm News Page and Its Importance as a Factor in Country Newspaper Making

By I. N. HEMINGER
Editor, Findlay (Ohio) Morning Republican

The Findlay Republican is a morning paper, published in a city of a size (20,000) which does not ordinarily support a morning paper. Yet the Republican has become an institution in Findlay and Hancock county, chiefly because it is always up and doing. The Hemingers, publishers of the Republican for over a score of years, have always placed service to its readers first. They have been signally successful in face of obstacles, and the Republican is today known as one of the most prosperous papers in Ohio.—Editor.

WHEN one takes into consideration the percentage of subscribers the average weekly or small city daily newspaper has among the farmers of its community, it becomes readily apparent why the farmer and his activities should have more attention in the news columns. This percentage, we dare say, is more often above fifty per cent than below.

Yet the newspapers have largely neglected the farmer. We have depended on our country correspondents to give whatever news originated on the farm, and have let it go at that. But we all know that the average country correspondent is not a trained news gatherer and that his letters are made up largely of personal items. He often overlooks the really big things that would make good stories, and would make for constructive work in his neighborhood.

When we decided to introduce a farm news page in The *Morning Republican,* we placed in charge, one of our own staff, a good reporter and writer. We then drafted a letter to all our correspondents, asking them to send in the news we wanted—news of unusual crops, exceptional sales of livestock, or the introduction of any new kind of grain or other crop in the neighborhood. A few responded, and our farm editor fixed up the copy and elaborated on it.

But the plan was a failure. The correspondents either did not understand what we wanted or were unable to secure the kind of news we wanted. Again, the farm editor was a joke because he was never on a farm and the elaboration of the brief notes the correspondents did send in was full of inconsistencies.

PUTTING A FARMER IN CHARGE

The next step was to employ a farm editor, who had been a farmer himself, but who also had edited a village newspaper. He knew the farm vocabulary, farm traditions, and at the same time, knew the value of a news item and how to write newspaper English. With the department reorganized and with a real farmer at its head, we began making use of the matter supplied by the farm agent, the state agricultural experiment station and the state university.

We also began inviting farmers to report to the farm editor items of interest concerning their communities. The farm editor himself went out over the county and interviewed men who were leaders in particular lines, such as potato culture, corn growing, poultry raising, hogs, sheep, cattle and horses. Soon we had the farm page localized so that it became one of the most interesting pages in the whole paper. The farm editor still makes use of the matter furnished by the farm agent and other farm news agencies of the state. But in almost every instance he so localizes it that the casual reader feels it was prepared originally and especially for this paper.

GRANGE RIVALRY STIMULATED

One of the first things we did after introducing our farm page was to interview the master of every grange in the county and give each grange and its activity a write-up. This was followed by reports of every grange meeting, reporters in each grange having been appointed for that purpose. This created enthusiasm, interest, and rivalry among the granges and incidentally made The *Morning Republican* popular among their members. In the fall we offered five silver loving cups as prizes for the best grange displays at the county fair. The result was most gratifying.

The farm agent had organized boys' and girls' clubs in the county, and the local banks had advanced money for individual members of these clubs to buy calves and pigs, which they raised and exhibited at the county fair. These were sold at a public auction and the money used to pay back loans, the boys and girls receiving any surplus profit, in addition to any premium money. Our farm page got behind this movement. We boosted the work in every way, having our farm reporter at club picnics and banquets and fully reporting all activities.

Our farm editor also inaugurated a horse-shoe pitching contest at the county fair which brought contestants from all over the country. A pair of nickel plated horse-shoes was given as first prize. As a result of the interest aroused at that time, the horse-shoe pitching spirit is still rampant and frequent games are pitched in the livestock pavilion.

Numerous co-operative organizations are active in our county. These include co-operative wool buying, co-operative livestock buying and shipping, and co-operative elevators. We give full publicity to these activities, discriminating, of course, between news and advertising.

Almost every breed of hogs, cattle and horses has a separate organization for promotion of interest in its particular line. We find the meetings and doings of these organizations prolific as sources of news. Their meetings are reported and their progress noted. The pure-bred sire movement has come in for a large share of publicity, and we believe the publicity we have given it in our farm news page has helped largely in making it a success in this county.

The farmers' institutes are fully reported. They furnish copy for many columns of profitable reading matter even after the institutes are over.

The farm editor also handles all of the country correspondence and reports the meetings of the county school board. He is the market editor and keeps the markets up to date, as well as frequently writing a market editorial for the farm page.

WHAT THE RESULTS ARE

Not long ago a farmer asked one of our men how much the farm bureau paid us for publishing so much farm news. The answer was that it pays nothing. We get our reward from the increased interest the farmer has in our paper, which is reflected in the ready response he gives when subscription expiration notices are sent him.

We feel that if we can help the farmer make more money by making all possible information available to him in his local paper, not by telling him how to farm, but by recording the successful plans of others in order that he may emulate their example, we not only have helped in a measure to increase the sum total of wealth in the world, but have added likewise to the sum total of human happiness, for successful farmers are happier than unsuccessful ones. We also have made the farmer a better customer for the merchant who advertises in our columns. When the farmer is successful and has money, he will buy more goods, and the more goods he buys, the better business the merchant has, and the more freely he will advertise.

So it is an endless circle in which we all are working, and each one must be willing to do his share. We work hard to secure a new factory for our city which will employ a few men. But we neglect to encourage the branch of the biggest industry on earth that lies adjacent to our very doors, when we fail to give due recognition and space in our newspapers to the farmer and his activities.

Speedy Service for Fire-Wrecked Paper

A $75,000 fire in the plant of the *Herald,* Manchester, Conn., last month, called for fast work on the part of the Linotype company and its emergency service.

The fire broke out at about 7:00 a. m., and a few hours later a call for help was sent to the makers of the linotype. A few minutes after the wire reached Brooklyn, N. Y., a linotype representative was on his way to Manchester. At 5:30 that evening an order for two new Model 8's was placed, and at 11:40 that same night the machines left Brooklyn by motor truck.

After an all-night run the truck reached Manchester at 10:55 the following morning, and the linotypes were turning out composition that evening.

The first few issues of the *Herald* following the fire were turned out through the co-operation of the Hartford *Courant.* Temporarily the *Herald* is being printed on the press of the South Manchester *News.*

Conducting a Successful Want Ad Section in a Small Town Paper

C. L. PHIFER, EDITOR, *The Review*, CUBA, MO.

THE feasibility of a Want Ad section in the small town newspaper is a question of great importance to all newspaper men who ply their journalistic talents outside of the large cities.

Will Want Ads pay? Will they be read? Will the people patronize them? All such questions have their answer in a *trial*. And when I say a trial, I mean a trial. I do not mean, as most country newspaper men, to shift them in a column one week and then, in despair, give them up again to the local news column.

The Review runs about a full column each week, classified, and we have found that *they do pay*. They pay in much the same way that all other advertising pays. When one realizes that the quickest action on the return part of advertising is, after all, what the advertiser is looking for, it will be found that the advertising man, even on a small paper, will have to get out and hustle in order that any section of his paper might pay. To make advertising pay means that the advertisers will have to be convinced that they have returns on the advertising they run.

Helps Build Up Good Will

On large magazines advertising is run, to some extent, *to create good will*. Business men and advertisers in the smaller towns are coming to see, more and more, that what they want, and must have, is the building up of an atmosphere of good will, together with the building up of sales.

Good will works in large store advertising. But there is another class of advertising which the country newspaper men must take into consideration, and that is the classified section of his paper. The time will soon come, and is already here, that the classified section of the country newspaper will be given more attention. But it cannot succeed *so long as the local columns of his paper carry want ads, thus killing what is considered the best form of news.*

The old school newspaper men will claim that the best results of want ads are found by mixing them up with the locals.

Keep the Local News Columns for Local News

This is an error, and besides being damaging to the better class of news, cheapens the local advertising, as well. What looks any worse in a small town paper than a local column filled with patent medicine "readers?" True, the day of the patent medicine advertising is passing, but we often see papers still carrying them.

Too many newspaper men think that a paper must have news in it, and advertising in it, yet apparently, *do not care a whoop as to the make-up!* Some newspaper men are thereby making a serious mistake, and *imposing on the good nature of their readers.* What would otherwise have been an excellent local paper too often has been killed in effect by a bad make-up. The filling of the local columns with want ads is the first deadly blow to the news element contained in the paper.

Lesson Learned From a Subscriber

To prove the point: I have been advised by a reader of another paper that the reason for subscribing for this one, is that she desired *to read the news, when she started reading.* When starting in on the competitive paper, she would read a local item, then two or three want ads, and next some patent medicine advertisements—all in the same column. This is a matter of education, and in some offices it may take some years to recover from the effects of the bad make-up customs of former managers.

In the Cuba *Review* office an advertisement seldom reaches the local columns. When an advertisement of local nature is brought in it is run in the Want Ad Section. Some people desire to have them placed among the "locals," but we try to make them see the advantage of having us place them in the Classified section. We have found that the first thing people read in our paper is the front page, which *is always kept ad-free,* and the news thereon is written and printed in a readable style, with well balanced heads and of local color. The next section read, we have found, is the Want Ad column.

Want Ads Certainly Are Read

We have made a close study of this column and have found in several instances, it has been read *before* the front page. It has often been the case where parties finding lost articles will read these ads, and will have them in our office soon after the paper is in the mails. *This is service to the advertiser.*

There is a monetary side to this section, also. What is lost in the attempt will be more than made in the end by having the column attached to the country newspaper. The local advertisements will be run at the same rate, will be classified, and will be read. But while they are being read they will also increase the volume of readers as the weeks roll by. *The gain in good will is established by the manner in which the news columns are run.*

Exclusive news in the news columns will build up good will with the readers and will add subscribers, for *the easier it is to read the news, the easier it will become to talk to a prospective subscriber, and the easier it is to hold the old ones on renewals.*

Also Helps Position Well the Display Ads

Again, by running a Want Ad section, it leaves the space in the forms free to read around the display ads. Many, in fact all advertisers, prefer "island position," or position alongside reading matter. This gives free way to that objective, so that in the end, when a good live Want Ad section has been established, the rural newspaper man will find that, *not only his subscription list has grown larger, but his advertising patronage, as well.*

And, in the final wind-up, I would suggest that every country newspaper man give this a thorough try-out and ascertain whether or not it will be a paying proposition.

Printers Refusing to Sign Inferior Work

From The Christian Science Monitor

It is not so many years ago that, on the reverse of the title page of every book, appeared the imprint of the printer. In the more important volumes a full page was often given a colophon, which recorded the date of issue and the name of the printer. Time was when even the leading publishers were glad to have the imprint of certain famous presses upon their books.

Today one seldom sees this. Where the printer's name used to be found is the formal announcement, required by international copyright law, that the volume was "printed in the United States of America."

Occasionally one finds the printer's name combined with this; but, as a rule, both publisher and printer prefer to have the product pass without acknowledgment of its physical parentage. The attractive printer's marks, by which the lover of well-made books used to recognize at once the hall mark of quality, are almost forgotten and are rarely if ever seen.

This condition is illuminating. From the printer's standpoint, it is defensive reaction. The soaring costs of book manufacturing have destroyed much of the idealism once possessed by the best American publishing houses. They are unwilling to pay for first-class work, and the printer, to keep his establishment running, is forced to supply the quality for which the demand exists.

But his self-respect, though shattered, is not dead: "Everything has its price," says Emerson, "and if that price is not paid, not that thing, but something else, is obtained," and, in this instance, the printer declines to place his signature upon a piece of work he considers below his proper standard.

From the publisher's standpoint, he is doing only what his public forces him to do. This public grumbles at the present price of $2 for a novel, yet this advance over $1.35, the standard price before the war, is less than 50 per cent, whereas the cost of manufacture has doubled. The publisher demands and accepts a quality of workmanship and grade of paper and a variety of book cloth which he would not have considered five years ago, and defends himself by declaring that the book-buying public either does not know the difference or does not care. This passes the responsibility on to the purchaser of a book.

Printers to Gather in Sweden, Next June

The International Congress of Master Printers will be held in Gothenburg, Sweden, on June 4, 5 and 6, 1923. Waldemar Zachrisson, president, writes that American, French and English representatives were among the first to send acceptances. Standardization, as compared to present national variations, will be one of the chief topics for discussion. One specific subject will be reduction of costs, with fair wages and profits.

Department of Newspaper Criticism

Publishers and editors are invited to send to the National Printer-Journalist, Montgomery Building, Milwaukee, Wis., copies of their newspapers for constructive criticism. This department aims through intelligent, honest review to be helpful in improving the typography and general makeup.

WEST PALM BEACH (FLA.) POST.—The most ambitious attempt of constructive community work ever carried out in the form of a special newspaper edition in the orange grove state, is a fair description of the 112-page edition published by the Palm Beach *Post* on Sunday morning, October 22. The immensity of the undertaking may be seen in the fact that the entire edition, fourteen sections in all, was printed on an 8-page, flatbed press. Six weeks of time went into this edition, and The Post is naturally proud of its record-breaking achievement. The edition contained 169,694 lines of advertising, a new record for the entire state. The use of the word "criticism," in the face of such an accomplishment, is much like unto seeing a faraway, beautiful monument of heroic size, and then thinking to find some flaws in the markings of the granite or in the sculpture. D. H. Conkling, chief of the paper, is to be congratulated; yet, having a copy of the issue at hand for the purpose, THE NATIONAL PRINTER-JOURNALIST is to dissect the product.

It is strikingly illustrative of the modesty of the newspaper publisher, as well as fairly a point for rightful criticism, that The *Post* gave only a few sticksful to acquainting the readers with the scope and problems of issuing this edition. The public is as keenly interested, if not more so, in the back-scene picturesqueness of the newspaper plant as it is in the stage, in the inside arena of politics and other more or less technical antecedents of afterwards widely and punchingly published doings and things. Why the average newspaper manager is so modest, almost fearfully so, in detailing his own achievements, and so ever ready to give everyone else his due, and then some, is one of the mysteries of the craft. Frankly, there is no possible excuse for it. It is true that the newspaper product speaks for itself, and has a plenty of opportunity to do so. But, in this day and age—and taking one's own medecine—if other enterprises followed out this supersensitiveness (is it anything more?) the great special edition of The Palm Beach *Post* would not have been a record-breaker in the state of Florida for volume of advertising lineage.

The daring of the editors in running many 100-line halftones in ordinary newsprint remains to be pondered over.

In the makeup of such an edition, highest efficiency is not possible. Approaching such an edition, the first days always bring doubt as to how to complete a sufficient variety of news and features, especially in a purely community enterprise. But the assignment sheet usually grows by leaps and bounds just about in the middle of the job, and in consequence a healthy balance on news values, length, headings and so on is seldom achieved, and The *Post* is no exception in this case.

The headings for the short items in The *Post,* being a cap line of the subheadings, do not offer enough contrast. The advertising columns are surprisingly well put up, considering the problem. In this respect the edition deserves much credit, although many minor points of constructive criticism would be possible. The absence of so-called undesirable copy is very noticeable.

The Palm Beach *Post* does not like to "lay back on its oars." Hardly was the big special off the press, when announcement was made that the plant would be turned over to the women of the city shortly for the publication of a unique women's issue.

★

MANITOWOC (WIS.) HERALD-NEWS.—The 96-page, twenty-fifth anniversary edition, recently issued, was especially notable for the high quality of the historical news matter used. It was deserving of a great deal of praise in many other directions. It will be interesting to other editors that this paper left no one in the home town in doubt as to the occasion, hiring a flock of delivery trucks, several pony and cart outfits and a whole fleet of coaster and express wagons for making its city delivery. Many of these conveyances were the properties of regular carriers. The parade was not less than imposing. With only an hour's advance in the final press time, the paper was delivered at the usual time to all local subscribers and did not miss a mail.

★

SAN ANTONIO (TEX.) LIGHT.—The 52-page pioneer edition is unusually well balanced in arrangement of the large volume of advertising business, and short and snappy features and news matter.

★

PINE BLUFF (ARK.) GRAPHIC.—The edition for the recent Pine Bluff-Little Rock football day in Little Rock is a commendable product and looks to have been profitable. What the paper itself does not show, but what is equally enterprising, is the story of how George Adams, publisher, "put over" the edition. The carriers were loaded into 5-ton trucks, supplied with magaphones and banners, and sent overland to Little Rock, where the streets were paraded for several hours. The Pine Bluff eleven won the game.

★

BIWABIK (MINN.) TIMES.—The "Potato Show" edition was exceptionally well printed and illustrated, and is chiefly interesting for its illuminating exposition of the Iron Range country.

★

BROOKINGS (S. D.) REGISTER.—This college town weekly is remarkable for the superior quality of its newspaper English and the newsy construction of its stories and items. It would be well for the editors to scrutinize the news values for improving the selection of news to be headlined or "columned," so long as the paper is using an attractive style sheet of headings and has well started in the good work of displaying its news and features. The first page would be improved by making it possible to put on it a considerably larger number of shorter, headed news items, and as bold face Cheltenham is used for the top heads, the sizes of the smaller head letters should be increased. Local advertisements show an exceptional amount of study and care in composition and an unusual taste in reaching for a well balanced appearance of the advertising columns as a whole. The column of professional cards deserves better display.

★

RED WING (MINN.) DAILY EAGLE.—Use of a lighter face for the banks of display headings should improve the first page, particularly as the news dress is "open style," and this would give the top lines more of an opportunity to do their good work of attracting attention, without a sense of confusion. The paper appears to be light on local news for a city of the size of Red Wing. The style of display type varies so much from that of the plate matter, that the contrast is too marked. Red Wing advertisers are evidently of the kind who want a great deal put into their space, and should offer a fruitful field for educational work in preparing copy.

★

QUAKERTOWN (PA.) FREE PRESS.—A thorough study of the possibilities of the press in this plant, together with make-ready, ink supply and distribution will be profitable. The style adopted for the news pages is attractive and exceptionally good, under the circumstances. The issue at hand, Nov. 2, is replete with advertising and carries a goodly proportion of live local news. The editorial comment is strong and this goes well with the slogan of the publication, "This is a Good Paper Published in a Good Town."

Let's Read This Twice

Here is a truism from Thomas Edison that many of us can profit by. We should keep it before us constantly and read it frequently:

"There is no truer test of a man's qualities for permanent success than the way he takes criticism. The little-minded man can't stand it. It pricks his egotism. He 'crawfishes.' He makes excuses. Then, when he finds that excuses won't take the place of results, he sulks and pouts. It never occurs to him that he might profit from the accident."

Newspapers and Knowledge

Lately a newspaper man returned from Labrador, where he spent a month—the first month in his life even spent without knowing what was going on all over the world within a few hours after the events. And in Labrador he had to travel many miles before he could get away from newspaper eyes and ears.

The reader of newspapers can be an educated man if he chooses, merely by reading it. For education consists in knowledge of the world, and every day this newspaper supplies all the knowledge of the world that organization and skill and brains and money can obtain in one day.

Bureau of Standards Issues Standard Size Data Booklet

This booklet is issued for the purpose of securing definite suggestions and recommendations from printers, publishers and buyers of printing, as well as lithographers, regarding their standardizing to a limited number of standard sheet sizes of paper. The data in the booklet shows wide range of page sizes that can be cut, printed and folded *without waste* from standard sizes of book bond papers. Sizes for forms are also included.

The booklet is also being sent out with a questionnaire for the purpose of enabling each of the Committee men listed below who represent the various industries interested in the subject, to prepare a final report of recommendations to the Bureau of Standards.

The preliminary data is suggestive and contains illustrations and compiled facts pertaining to all of the various groups of buyers and printing, and advertising, and will enable any man buying, or interested in the manufacture of printing and publishing to answer the questionnaire without going into an exhaustive study of the subject.

It is not the intention of the Bureau of Standards to decide on a single page recommendation, but to make the final recommendations based upon a *series* of sizes, all of which can be coordinated with the present paper manufacturing facilities.

A reading of the booklet will convince any one that not only is the plan practical, but has great possibilities of economy advantage and success.

Your co-operation is needed and you will find the booklet interesting and helpful in your work. Send for your copy to any of the following:

W. J. Eynon, care of Byron S. Adams, 512 Eleventh Street, N. W., Washington, D. C.

Maurice Saunders, National Association Employing Lithographers, 104 Fifth Avenue, New York City.

C. C. Whinery, care of R. R. Donnelly & Sons, 731 Plymouth Court, Chicago, Ill.

C. H. Dodge, care of Forbes Lithographing company, Cheslea, Mass.

F. W. Hume, secretary National Publishers Association, Inc., 1107 Broadway, New York City.

John Sullivan, secretary, Association of National Advertisers, Inc., 17 West Forty-Sixth Street, New York City.

Geo. A. Heintzemann, care of Dexter Fulder company, 28 West Twenty-Third Street, New York City.

Composite Course in Finer Printing

At the request of a group of printing plant executives in Pittsburgh a special composite course in finer printing subjects has been organized at Carnegie Institute of Technology. A class of about thirty executives, many of them the owners of large printing companies in the city, attended the first session on the evening of Nov. 8.

The course is unusual because it has been designed at the request of the class, which is recruited among executives, and is actually a private undertaking. The subjects to be included in the course are not in the printing department curriculum, but are allied to the printing industry.

Dr. E. K. Strong, head of the department of educational research, will give a short course of lectures on psychology of selling. D. Frank Sullivan, instructor in the department of applied art, will teach typographical design. Porter Garnett, instructor in fine printing, will give a series of lectures, and there will also be short courses in chemistry, and other subjects requested by the printers.

In adapting its educational facilities to fill this recent need, Carnegie Institute of Technology has made a further advance in its program of co-operation with outside industry.

Typefounder Visits America

B. F. Enschede, a partner in the firm of Joh. Enschede en Zonen, of Holland, has spent four or five months in America on a combination pleasure and business trip. During his visit here he has been in touch with some of the big printing establishments in New York, Philadelphia and Washington, investigating American printing conditions and making comparison of our methods and those in Europe. In his visit to the Bureau of Engraving, in Washington, he carried a letter of introduction from the Dutch Government.

The firm of John. Enschede & Son is a widely known type foundry and printing establishment, which has been in business continuously over 200 years in the name of Enschede. They have a remarkable collection of old types and vignettes, a descriptive book of which is in the hands of many of the best typographers in America. This concern does much of the printing for the Dutch Government, printing postage stamps and also bank notes for the Netherlands bank.

In an interview Mr. Enschede stated that he was particularly impressed with the number of large plants in America, most of which are very much larger than any in Europe. He remarked about our advance in color work and the success we have had with the offset press.

Frederick W. Goudy, art director of the Monotype company, showed Mr. Enschede through the great Monotype factory in Philadelphia and Mr. Enschede spent the day there seeing the company's method of building their machines and learning of the type faces available on the Monotype. He was tendered a luncheon by several of the executives of this company, at which European and American methods, as applied to the printing business, were compared.

Linotype Foreign Shipments

Recent Linotype shipments to foreign countries include one machine to Charles Trifiro, Messina, Italy; a Model 8 to Georges Thone and another to Arthur Bodson, both of Liege, Belgium; a Model 8 to Jacques Lamoen, Berchem-Lez-Antwerp, Belgium; a Model 8 to La Editorial Catalana, S. A., "La Vou de Catalunya," Barcelona; a Model 8 to Jules Ducolot, Gembloux, Belgium; a Model 8 to L. Gilbert Dupuch and A. E. J. Dupuch, "Tribune," Nassau, Bahamas, B. W. I.; two Model 8's to "El Mercurio," Santiago, Chile; three Model 8's to S. Bennett, Ld., "Evening News," Sydney, Australia; a Model 14 to Juan Navarro, "El Liberal," Barranquilla, Colombia; and two Model 14's to Wilson & Mackinnon, "Argus," Melbourne, Australia.

Practical Craftsmanship Recognized

We have always been very keen to elevate the standard of craftsmanship in the printing industry. This was prompted by two motives: First through the betterment of craftsmanship to elevate the standard of printing and to ennoble the printing industry, and secondly, to make it possible for aspiring craftsmen to graduate into positions outside the industry.

There is no gainsaying the fact that there are always opportunities for ambitious men. This recently came to our attention quite forcibly through an advertisement of the Linograph company of Davenport, Iowa, which appears on another page of this issue of the NATIONAL PRINTER-JOURNALIST. The Linograph company is now seeking men to act as salesmen of its product. Men of ability, with a knowledge of human nature and a thoroughgoing experience in the printing industry are desired. Good positions are said to be available as field representatives in various parts of the country.

Incidentally, the Linograph company, is making real progress. Its machines are becoming more favorably known constantly. In order to take care of the increasing demand, new territories are being opened. It is to take care of such territories that new salesmen are being added. A man may not have a thorough knowledge of salesmanship yet if he possesses the other requisites there is real opportunity ahead of him.

Printing School Gets Fine Gift

The Southeastern School of Printing, located at Nashville, Tenn., operated and maintained by the Southeastern Master Printers federation, announces through its director and manager, E. P. ("Dad") Mickel, that eastern friends of the school have presented it with some $35,000 worth of monotype equipment. This gift is available at once; in fact the equipment will be installed before the end of the present year.

With this addition to its present monotype equipment, the claim is made by Mr. Mickel, that the Southeastern School of Printing will have the best equipped Monotype department of any school in the entire country, with the exception of the one operated in Philadelphia by the monotype manufacturers.

This school has been in continual operation for more than fifteen months as a trade school—a school for training of mechanics for the printing trades, with an average enrollment of thirty young men and women in the various departments. The branches of instruction include: hand composition, platen-presswork, proofreading, copywriting, linotype composition, and the operation of Monotype keyboards and casting machines.

Since the beginning of the school in April, 1922, more than 100 competent, trained men and women have been added to the industry. The school is partially maintained by a sustaining membership who award 40 free scholarships each year. The school has a fine corps of instructors for the various branches taught; men who are not only competent to do the work, but who possess the ability to impart their knowledge to others, and to inspire in the student body enthusiasm and love for the printing industry.

Minnesota Editor Backs Virility With Fistic Prowess

According to newspaper dispatches rough and tumble fights in the main street of Lamberton, Minn., marked the latest development in a war between W. E. Schei, editor of The Lamberton *Star,* and a coterie of business men who have been trying, according to the editor's charges, for some time to stop publication of the paper and force the editor out of town because of his stand for Americanism and his vigorous attacks on pro-Germans, Socialism and the Nonpartisan league.

Lamberton is near New Ulm, which was a hotbed of agitation after the United States entered the war, and many of the citizens of both places are of either German birth or German parentage. Schei's stand and bitter editorials attacking the attitude of men of the vicinity led a group of Main street business men to boycott his publication and refuse to advertise in it.

Schei continues to run the names of the advertisers in the space they formerly used, with the explanation that "this space, which was held by so-and-so, is devoted now to Americanism." He stuck out in Lamberton and is still there.

A new method of attack was adopted recently, Schei charges in his paper, when the same group of men decided to administer a daily beating to the editor until he left town. The first to tackle Schei was a Lamberton lawyer, who found the editor even handier with his fists than with his pen. When Schei appeared in Main street a furniture dealer picked a fight with him and also found he had tackled a Tartar. According to Schei, the furniture store proprietor bit his thumb, but otherwise won no glory in the battle, for his face was so marred he was forced to remain in seclusion for some days, while the editor was able to continue his duties with only a maimed hand to show.

Two successive defeats by the most warlike of the group led to a bit of headwork. One of the business men put a bill against the editor in the hands of a professional boxer and wrestler for collection, to afford a pretext for starting a fight and beating up Schei. A deputy sheriff appeared on the scene just as the slaughter was to start, and put a stop to hostilities for the time being. Since that time, the editor has ridden to his office in an automobile, as he says, "to save my skin."

Several Lamberton firms and concerns in neighboring cities have space in The *Star.* One of these states plainly in the advertisement that it expects no results from the advertising, but takes this method of showing "that good Americans stand together," and expresses the hope that other firms will support Schei's paper.

Illinois Is Active

Illinois school journalists held their second annual conference at the state university in Urbana, November 23, 24 and 25, headed by Prof. Frank W. Scott, chief of the university journalism department. About 200 attended. Robert Fisher, of the Champaign High School Molecule, is president of the young but thriving organization; vice-president Kenneth Rouse, Lindbloom High School Weekly, Chicago; secretary, Tom Bohon, Decatur High School Observer; treasurer, Rex McIntyre, West Frankfort High School Spectator.

Michigan Press Association Meets in January

East Lansing, Michigan, has been selected as the meeting place for a session of owners and editors of weeklies in that state to be held in January. The exact date will be announced with the programme to be published later in December. The city is preparing for a big welcome and it is hoped to make the gathering as significant as journalism weeks in Kansas, Missouri, Wisconsin and other states. The slogan of the meeting will be, "You Need the Inspiration."

Western Michigan newspaper publishers met at Grand Rapids, on December 1, according to the program announced in the November issue of THE NATIONAL PRINTER-JOURNALIST. The keynote of the meeting, fuller reports of which must necessarily await a later issue, was "Service to the Community," and a feature was the self-examination of members as to weaknesses and "sins of omission." Among the speakers were President Fred D. Keister, Harry H. Whitely, of the Dowagiac *Daily News;* Tom F. Robinson, of the Union City *Register-Weekly;* Fred J. Mauren, Portland *Review;* E. D. Engelmann, Belding *Banner-News;* Gerald B. Herrider, Manton *Tribune-Record;* C. E. Cooper, White *Cloud Eagle;* W. H. Berkey, Cassopolis *Vigilant,* and H. T. Johnson, Saranac *Advertiser.*

Wesel Exhibit of Machinery One of Biggest at Show

Not only did the F. Wesel Manufacturing company have what was probably the biggest machine on exhibit at the Boston Graphic Arts Exposition in terms of tonnage, but the Wesel company also had more machines on exhibit than any other manufacturer.

The Wesel 2000 ton lead molding press which was exhibited by the Home City Electrotype works of Boston and Springfield, weighed approximately 36,000 pounds, or eighteen tons. One casting alone weighs seven and a half tons. This machine was erected for the show and was in operation during the entire week making lead molds ready for depositing the copper electrotype shell.

The Wesel company also installed a complete working photo-engraving plant for the New England Association of Photo-Engravers. This photo-engraving exhibit was unquestionably the best exhibit of its kind that any concern or group of photo-engravers has ever made.

Then there was Wesel's own exhibit—a complete exhibit of stereotyping equipment, including pneumatic steam table, power matrix roller, complete equipment for the Wesel dry mat process for smaller publishers and printers, and the necessary machinery for cutting, trimming and finishing stereotypes.

All together, Wesel had two full carloads of machinery on exhibit and in operation. While the machines exhibited by other manufacturers may have required as much space for shipment, no other manufacturer had so large a number of machines.

F. Wesel, president of the company, spent the entire week at the show. The Wesel exhibit and all of the machinery was installed under the personal supervision of Adolph H. Hess, sales manager and Norman S. Githens, advertising manager. During the week Herman Winter, J. A. F. Newton, J. H. Urich of the New York sales staff, Jack King, New England Representative and Al Hoerth and George E. Haviland from Chicago, were in attendance.

Sigma Delta Chi Men Hold Their Annual

Ward A. Neff, editor of the Chicago Daily Drovers' *Journal* and vice-president of the Corn Belt Farm *Dailies,* is the 1923 national president of Sigma Delta Chi, professional journalistic fraternity. The eighth national convention was held at the Kansas State Agricultural College, Manhattan, Kan., Nov. 15, 16 and 17.

Walter Williams, dean of the Missouri School of Journalism and president of the Press Congress of the World, was elected honorary national president; first vice-president, Peter Vischer, New York *World;* second vice-president, H. H. Herbert, director School of Journalism, University of Oklahoma; national secretary, T. Hawley Tapping, editor Acacia *Magazine,* Ann Arbor, Mich.; national treasurer, George Pierrot, assistant managing editor, American *Boy,* Detroit; editor, the *Quill,* official publication of the fraternity, Chester W. Cleveland, Chicago; and alumni secretary, Donald Clark, managing editor, the Underwriters' *Review,* Des Moines, Iowa.

The following were elected to the executive council: R. Bartow, member of the journalism faculty, University of Minnesota; William E. Drips, member of the journalism faculty, Iowa State College; Paul E. Flagg, Kansas City *Journal* and *Post;* and Geroid Robinson, associate editor, *Freeman,* New York. Minnesota won the 1923 convention.

When Associations Work Like Human Brains

Discussing the value of conventions and association meetings at the annual of the United Typothetae, Cleveland, Ohio, in November, G. A. Galliver, president of the American Writing Paper company made an apt anology between the functioning of an individual brain and the processes of the business world.

"Your brain is a collective organ, individual to you," he said. "You don't see with your eyes any more than with an opera glass. They lead to an area in the cerebrum which is the real visual organ. Your ears are only an external apparatus; the auditory area in the cerebral mantle is the real organ. Likewise with smelling, tasting, touching, temperature, pain and other special senses, by which we learn of the world external to us, their real seats are all in the mantle of the brain. These are the members of the association, all assembled together in one room.

"But, how do they work? They do not move out of their seats. They intercommunicate most wonderfully. There is a perfect association of ideas. Memory keeps the minutes of the past. Imagination provides the view of the future. Consciousness is the presiding officer and governs the present. Every experience of the membership is on tap. Intelligence is inevitable. The will is formed and acts immediately to get results."

"So it is in our business world. The efficiency of an association is similar to the efficiency of a brain."

"Pi" Alley Only a Memory

All of the interesting things about Pi Alley, which has been an institution in Boston newspaper activities for a century, have vanished since the eighteenth amendment has placed a heavy hand on the joviality that reverberated through this diminutive avenue.

Pi Alley, says the Indianapolis *News,* is an ancient byway in Boston, long regarded as public property by pedestrians, was posted the other day as a private way. It is a street cut from Newspaper row to the city hall. No one stopped using it, however. The corporation which posted the notice explained that it was done every twenty years in order to retain its property rights. The notice was kept up 48 hours and then taken down, not to appear again for twenty years. Pi Alley got its name because of the dumping into it of pied type from the newspaper composing room years ago. It was known as "pie" alley to others because once upon a time a piece of pie and a cup of coffee could be obtained there for 5 cents.

The outstanding feature of Pi Alley was the "Bell-In-Hand" inn. This was located in the heart of Pi Alley. Established in 1776, it has from that date to the time it was closed, disseminated only ales and porters. Here the publishers of the largest papers in Boston brushed elbows with the workers in every department of the industry. Everyone came to the Bell-In-Hand for their "bucket of ale." Everyone was on an equality here. Ale was served in pewter mugs and the amber liquid was drawn through old English ale pumps that have been a fixture in the Bell-In-Hand from the day it was started. One of the delectable bits of food offered was English pork pies. Gathered in the sawdust-covered place, at crude tables, the destinies of many a newspaper project were hashed out by newspapermen and co-workers, while quaffing the seductive ale.

While Pi Alley was originally the hub of newspaper row in Boston, it is that no more. In the old days the Globe, the Post, the Transcript, the Herald, the Traveler, the Journal, the Record, the Advertiser and other papers were grouped around this famous avenue. In later years, as expansion took place, various of the newspapers sought other quarters. Today practically all that remains of what was perhaps the most notable nest of newspapers is merely a handful. The Globe, the Post, the Record and the Transcript only remain in this section. All of the others have migrated to other sections of the city.

Newspaper Men Plan Washington Meeting

Plans for a discussion at a dinner in Washington, April 21, of the newspaper in its relation to public affairs by men of national and international prominence, both in the newspaper industry and from business and professional life generally, were made at a meeting of the board of directors of the American Society of Newspaper Editors in Cleveland recently. The dinner will mark the close of the annual meeting of the society which the board voted to hold in Washington, April 20 and 21.

Other matters which came before the meeting were the authorization of the appointment of special committees for study of the freedom of the press and the efficiency of the work of schools of journalism.

Board members present were Casper Yost, St. Louis Globe *Democrat,* president of the society; H. R. Galt, St. Paul *Dispatch;* John J. Surgen, Philadelphia *Public Ledger;* George E. Miller, Detroit *News,* and E. C. Hopwood, Cleveland *Plain Dealer.*

David H. Smiley, Philadelphia *Evening Ledger,* chairman of the membership committee, and M. H. Creager, Milwaukee *Journal,* chairman of the committee on syndicates and press services, represented their committees.

Can a Machine Actually Grow?

The Monotype Machine will grow as your business grows.

You can buy today at very low cost a simple Monotype equipment that will fit your present needs.

As your business grows you can add new units and new equipment to your Monotype.

The Monotype is a machine of assembled units. You can buy units to set type, to make type, to make slugs, rules, leads — all on the same machine. And no matter how large your business grows in the future, your first Monotype will be just as up-to-date then as it was the day you bought it.

Monotype matrices cost less than type. They can even be rented by the month. Let us tell you the story of the Monotype.

LANSTON MONOTYPE MACHINE COMPANY

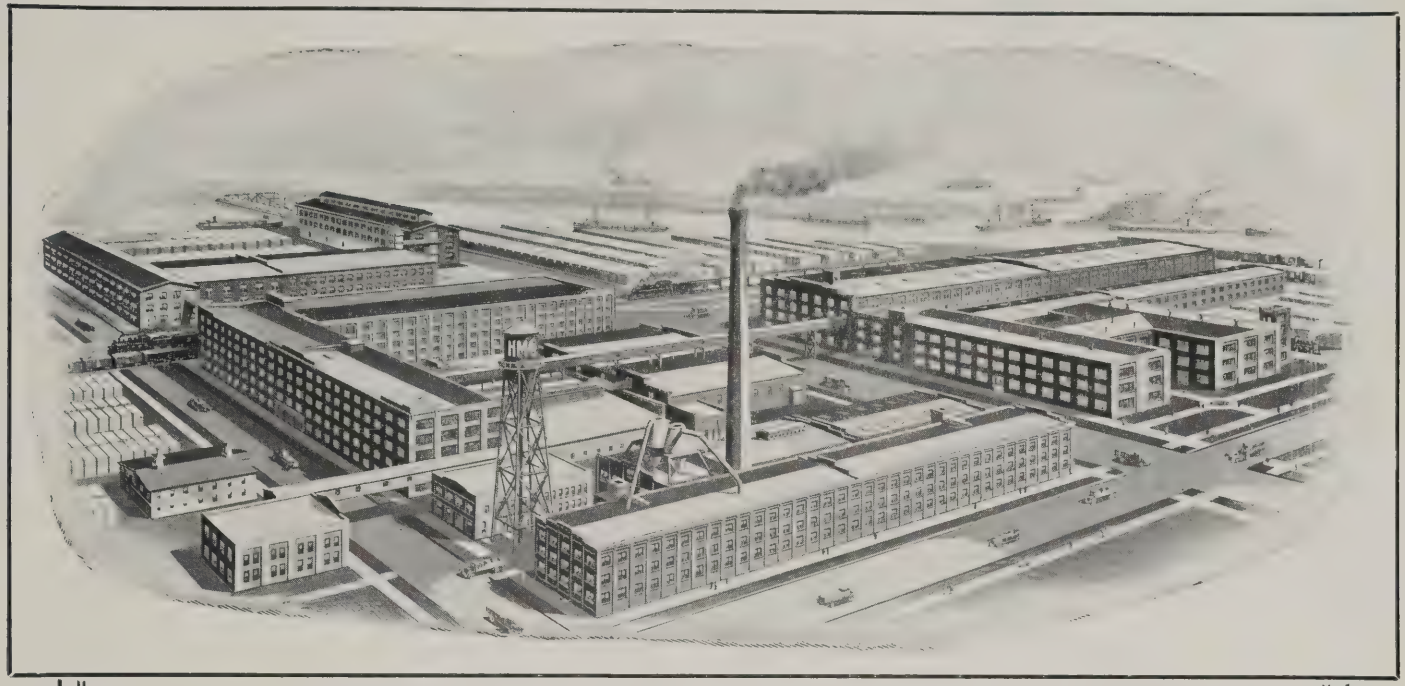
Philadelphia

New York Chicago Boston Cleveland Buffalo

The Monotype Washington Toronto Birmingham Pittsburgh *The Barrett*

Monotype Co. of California: San Francisco

The Barrett adding, listing and calculating machine is merit-proved and Monotype-made. Portable, noiseless—proves the work, prints the proof.



HOME OF THE HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN

British Printers Modernize

Hamilton designs have been adopted by many of the foremost printers of England and now the "Amalgamated Press," of London, join the procession with what is probably the largest order for modern composing-room equipment ever placed by a private concern. This proves conclusively that progressive printers everywhere, always eager to adopt anything that will make their plant more efficient, are thinking along modern lines and when they finally decide to *act* invariably select goods of Hamilton manufacture. It's wonderful to know that the more than 40 years of thought and labor we have put into the development of this extremely technical line of manufacture has not been barren of results and justifies our claim that Hamilton designs are "standard the world over." The order was sold by our London agents, the Baker Sales Co., 23 Farringdon Ave., E. C. 4, who are doing a wonderful work among the printers of the British Isles.

Illustration at top of page is of the Hamilton plant at Two Rivers, Wisconsin, where probably more than 85 per cent of the world's output of modern composing room furniture is manufactured.

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House, RAHWAY, N. J.

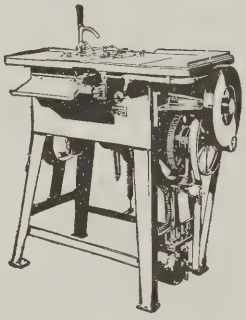
Hamilton Goods Are For Sale by All Prominent Type Founders and Dealers Everywhere

The Ludlow

For Constant Variety Without Stops

"WHY don't you put a keyboard on your machine?" is one of the questions frequently asked. Keyboards cannot profitably do Ludlow work. Count your display lines in any issue. Behold the variety of sizes, styles and measures! That would require a machine change every minute. But not with the Ludlow.

Understand These Points at the Start



Not a typesetting machine: No typesetting is done by the Ludlow. There is no movable type involved in the system in any manner whatever. This does away with type cases, racks and distribution of forms.

Not a sorts caster: No sorts casting is done in the Ludlow System. This requires no extra salaries, because your regular compositor operates it. It eliminates storage of sorts, laying of cases and requires no space in which to keep type cases and cabinets.

No keyboard limitations: The Ludlow takes all kinds of single lines, various combinations in lines, alternating large and small sizes, and constant changing of styles and measures—without mold or machine changes. No keyboard machine can do that.

No long straight runs of body matter can be economically handled on the Ludlow. It was not designed for that purpose. The Ludlow is a jobbing machine and in the field of job composition it is the fastest, most efficient and least expensive method.

No machine spacing is done by this system. Ludlow lines are all hand set and hand spaced—and lines several slugs long are set with one justification, and cast in a long stick.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

It Is Fast

"We switched from our old stereotype equipment to the Pony Autoplate Machine just at the starting of the World Series Baseball Games, and when we tell you that we were able to go to press every day during the Series with a Baseball Extra in three minutes or less, you will know with what rapidity these machines are capable of operating."

—*Publisher, Akron (Ohio) Press*

The Pony Autoplate Machine is low-priced; it is shipped fully equipped with motor and may be installed by your own office force.

It is sold upon easy terms; it is made for a one- or two-press office.

Wood Newspaper Machinery Corp.

25 Madison Avenue, New York City

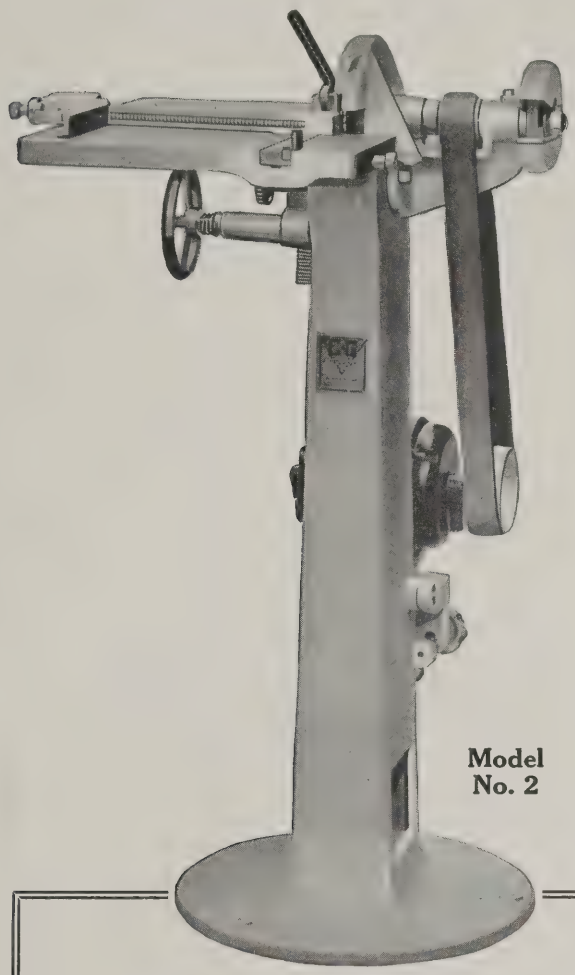
THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

The Robert Dick Mailer

137 W. TUPPER ST. BUFFALO, N. Y.



Model
No. 2

The Most Useful Machine in Their Office

"The C. & G. Trimmiter purchased from you severa months ago is giving the best of service in our printshop and unhesitatingly pronounce it one of the most usefu machines of our equipment. A machine of its kind is a necessity in every up-to-date printery."

WEST BEND PILOT, West Bend, Wis.
(Signed) H. B. Kaempfer, Publisher

THE above is one of the many testimonials received from newspaper and job plants, who are a unit in saying, "the

C. & G. Trimmiter

is the fastest, best and safest composing room saw on the market." Made in three sizes, one of which will suit your requirements. Write us for "Proof" of users' comments, specification sheet and prices.

C. & G. MFG. CO.

538 S. Dearborn St. Chicago, Ill.

Start 1923 Right

Save print paper.
Rid your plant of steam tables.
Save precious time.
Better your printing.
Cut out mat making.
Save space.
Eliminate the heating of forms.

All made possible by

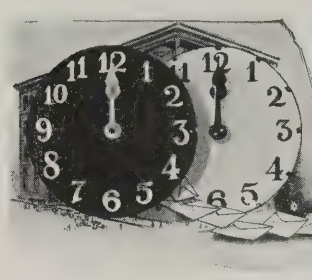
Wood Dry Mats

and but a trifling investment required

300 daily newspapers now use *Wood Dry Mats* exclusively.

WOOD FLONG CORPORATION

25 Madison Avenue, NEW YORK



Night and Day

Not that we particularly relish emergency work or are specially inviting it — but we are right here to say that we are not clock-watchers at the Western States.

If your interests or your customers' demand forced draft envelope production, we are ready to put three-shift pressure behind the job and deliver with a promptitude in marked contrast to the dilly-dallying independence that seems to be the fashion today.

We make envelopes AFTER PRINTING, enabling you to run the sheets two to twenty up, at big economy over individual printing of stock envelopes. Ask for the profit story told in our new price list

W-Notched Under Flap Reg. U.S. Trade Mark

Western States Envelope Co. Dept. N Milwaukee

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

We Protect the Trade

Newspaper Pictures' An Aid, Not An Indictment

"PICTURES require no strain on the imagination of the newspaper reader," is the explanation of the popularity of illustrations in newspapers, given by the head of the art department in a large newspaper, published in an eastern city. Is this a reflection on the readers and customers of the printer-journalist?

George F. Lounsbury, editor-in-chief of The Milwaukee (Wis.) *Sentinel,* and a newspaper man who has had broad advertising as well as journalistic experience, answers the question in an unusually comprehensive manner.

"As children prefer picture books to the difficulty of laboriously spelling out printed matter so adult readers give their minds a vacation when they sit down and pick up a newspaper, retaining just enough energy to glance at pictures and head lines, and no more," said Mr. Lounsbury.

"If this were the case, the motion pictures should have driven the newspapers out of business long ago. They can supply pictures of current events much better than the papers.

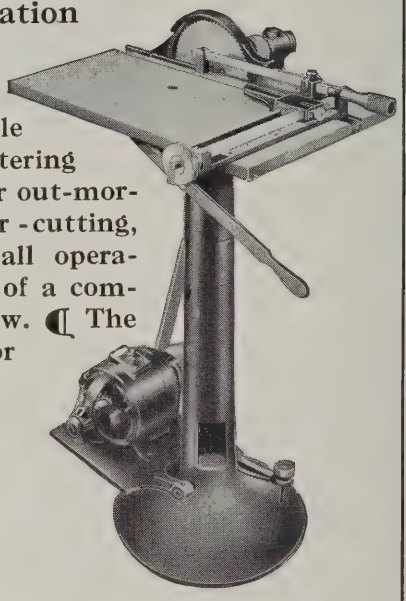
"As against this despondent view of the readers' mentality, it may be argued that pictures are an aid to, not a substitute, for imagination. If anybody is too tired or absent minded to get anything out of printed news, he is not apt to get anything out of pictures, either.

"In point of fact, the American public is not looking for 'easy reading' and shallow sensationalism. Nothing is so conspicuous, of late years, as the prevalence of special articles written by expert and trained writers, giving a careful study and reasoned analysis of complex questions. Evidently there is a demand for reading matter the very opposite from that which 'requires no strain on the imagination.'"

LACLEDE SAW and TRIMMER

MODEL B

Saws and Trims in One Operation



Equipped with the most rapid and simple method for mitering Can be used for out-mortising, under-cutting, mitering and all operations required of a composing room saw. ¶ The table is level for all operations. Column cannot clog up.

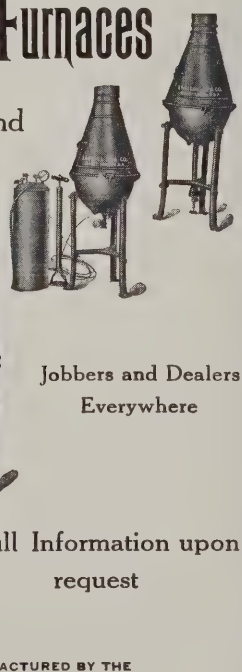
Powerful work holder

Write Dept. C for further information

LACLEDE MFG. CO. 119–121 N. First St. St. Louis, Missouri.

Laclede Remelting Furnaces

Scientifically Designed and Substantially Built in sizes to meet the requirements of any Office



Jobbers and Dealers Everywhere

Full Information upon request

MANUFACTURED BY THE

Laclede Mfg Company

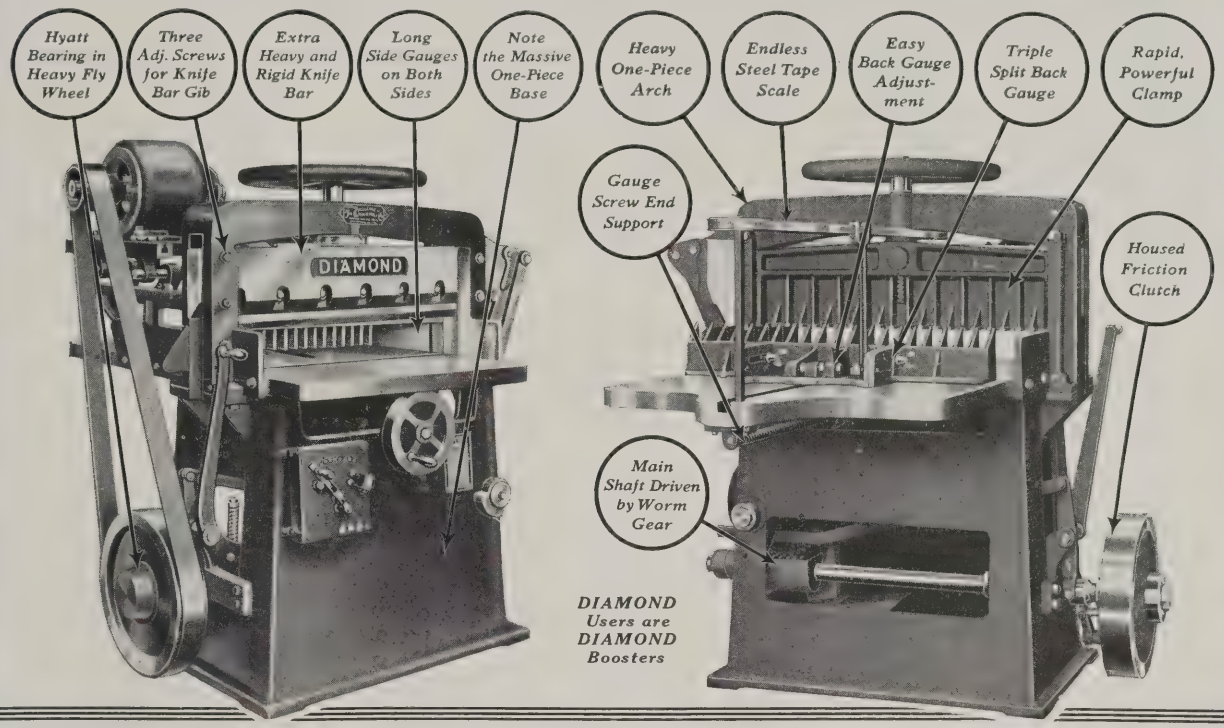
119 N. MAIN STREET

ST. LOUIS, MO.

If You Want the Best—Insist On a "Diamond"

Write to Us or Any Dealer for Full Particulars and Prices

The Challenge Machinery Co., Grand Haven, Mich. CHICAGO, 124 S. Wells St. NEW YORK, 461 Eighth Ave.


Hyatt Bearing in Heavy Fly Wheel
Three Adj. Screws for Knife Bar Gib
Extra Heavy and Rigid Knife Bar
Long Side Gauges on Both Sides
Note the Massive One-Piece Base
Heavy One-Piece Arch
Endless Steel Tape Scale
Easy Back Gauge Adjustment
Triple Split Back Gauge
Rapid, Powerful Clamp
Gauge Screw End Support
Housed Friction Clutch
Main Shaft Driven by Worm Gear
DIAMOND
DIAMOND Users are DIAMOND Boosters

Colored and Black

INKS

for Every Purpose

FAMOUS

GRITLESS NEWS

for Every Style of Press

Service From Ten Cities

THE QUEEN CITY PRINTING INK CO.

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CHICAGO
BOSTON
KANSAS CITY

PHILADELPHIA
ROCHESTER
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MINNEAPOLIS
DALLAS
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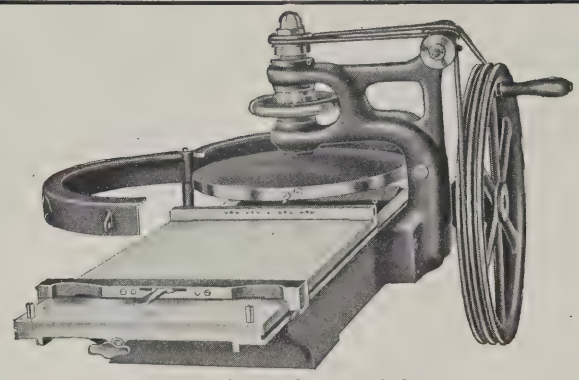

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The Type-Hi Disc Planer

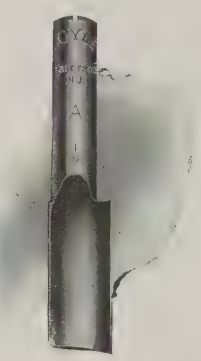
Either hand or power driven

Planes Wood *Planes Metal*

Exclusive Export Agents
PARSONS TRADING COMPANY—NEW YORK—LONDON

TYPE-HI CORPORATION - - - - - - - - - Syracuse, N. Y., U. S. A.

CUTTERS THAT CUT



Are made in over 175 varieties. A cutter for every routing service.

Send sample of work and we will suggest the appropriate cutter.

John Royle & Sons
Patterson, N. J.
Photo-Engravers' Machinery

ENGRAVOGRAPHIA
STEEL AND COPPER PLATE ENGRAVING

To the Trade Prompt Service

The American Embossing Company
192-96 Seneca Street **BUFFALO, N. Y.**

WILKE'S TYPE METALS

Are Carried at the Following

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ALBANY—Long & Sons, 45 Hudson Ave.
ATLANTA—Morrow Transfer & Storage Co., 177 Marietta St.
BOSTON—MacDale Warehouse Co., 404 Paddock Bldg.
BUFFALO—Buffalo Storage & Carting Co., 350 Seneca St.
CHICAGO—Metals Refining Co., 327 S. La Salle St.
CINCINNATI—B. & O. Warehouse Co., 6th & Baymiller Sts.
CLEVELAND—Ninth St. Terminal Warehouse Co., 1200 W. 9th St.
DALLAS—Inter-State Forwarding Co., 601 Elm St.
DETROIT—Edgar's Sugar House, 1924 La Fayette Blvd.
KANSAS CITY—Central Storage Co., 1422 St. Louis Ave.
LOUISVILLE—Tabb's Storage Warehouse, 211 N. 15th St.
MINNEAPOLIS—Colonial Warehouse Co., 210 3rd Ave.
NEW ORLEANS—Douglas Public Service Corp.
NEW YORK—Metals Refining Co., 41 Park Row.
OMAHA—Mercantile Warehouse Co., 11th & Jones Sts.
PITTSBURG—Commercial Storage & Transfer Co,. Herr's Island.

LINOTYPE—MONOTYPE
STEREOTYPE—COMBINATION

METALS REFINING CO.,

Sole Manufacturers

HAMMOND, INDIANA.

$50,000 would not buy my copy of the Ruxton Course

said a Toledo, Ohio, business man.* Fifty-one other men who took the same course two years ago were also asked to sell. *Only one copy* was available —the owner had died. Five of the men said:

"My Ruxton course in copy-writing is worth more to me today than when I purchased it."—G. B. T.,*—*Norwood, Mass.*

"I could not possibly think of parting with any part of the Ruxton Course."—J. M. B.,* *Brooklyn, N. Y.*

"I wouldn't part with my Ruxton lessons under any circumstances."—L. C. V.,* *Seattle, Wash.*

"I should not care to part with it. I appreciate real worthwhile instruction when I see it."—E. A. W.,* *Detroit, Mich.*

"The Ruxton Course is the most valuable I know and is years ahead of all advertising thought of today."—H. D. C.,* *Chicago, Ill.*

Selling by the Printed Word

in every issue of THE PRINTING ART monthly is a similar course of instruction by Robert Ruxton including illustrated criticism of current advertising. It is absolutely different in treatment and principle from anything ever published. The cost of this department alone is very heavy, yet subscribers get it without extra charge—for the subscription price of the magazine.

The Printing Art is a large, beautifully printed monthly magazine averaging 100 pages (9¼ x 12¼). Its full-page illustrations are selected from the entire field of commercial art.

The articles in THE PRINTING ART are intensely practical and interest advertisers, business men, printers, engravers—all who use advertising and who sell by printed words.

We know that THE PRINTING ART is a big value because literally hundreds of business men (unasked) have told us just that—but everyone may decide for himself without obligation. Simply note coupon and act.

* Names given on request.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, containing Mr. Ruxton's lessons on writing selling copy. You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly, upon condition that, if at the end of three months I am for any reason not perfectly satisfied, you are to refund the entire sum without question, and I am to keep the magazines without further obligation.

Name_____

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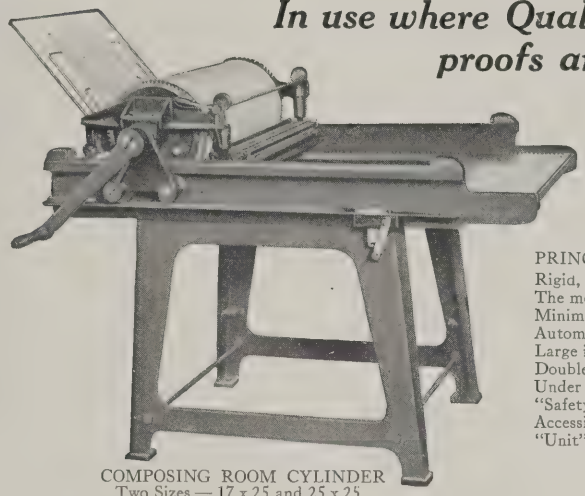
VANDERCOOK
Rigid Bed Composing Room Presses

In use where Quality and Speed in taking proofs are most needed



COMPOSING ROOM CYLINDER
Two Sizes — 17 x 25 and 25 x 25

PRINCIPLES OF CONSTRUCTION
Rigid, immovable bed.
The moving parts are the lightest parts.
Minimum floor space required.
Automatic Inking.
Large ink plates and no fountain.
Double acting vibrator and parallel riders.
Under feed.
"Safety Grippers."
Accessibility and simplicity of all parts.
"Unit" construction.

ROLLER SERIES PRESS
AUTOMATIC INKING
Size, 10 x 24
HAND INKING
Size, 12 x 24

Made and Sold in the United States by

THE VANDERCOOK PRESS [VANDERCOOK & SONS Originators of the Modern Proof Press]

452-456 North Ashland Avenue, CHICAGO

Chandler & Price New Series Presses

MADE IN FOUR SIZES:
8x12 inches, 10x15 inches, 12x18 inches, 14½x22 inches
(inside chase measurement)

THE printer himself by the purchase of over 76,000 presses from this factory has proclaimed the Chandler & Price the standard platen printing press. Ninety per cent of the printing shops in this country have Chandler & Price Presses as their standard equipment.

Chandler & Price New Craftsman Press

A COMPLETE printing unit with Vibrating Brayer Fountain, and four form rollers with double vibrating steel rollers, giving a distribution for the heaviest solid tint or halftone. The strength of the oversize arms, shafts, brackets and gears will handle any stock, no matter how great the squeeze required.

C. & P. Presses in stock at all Selling Houses

American Type Founders Company

Chandler & Price New Craftsman Press
12x18 inches inside chase

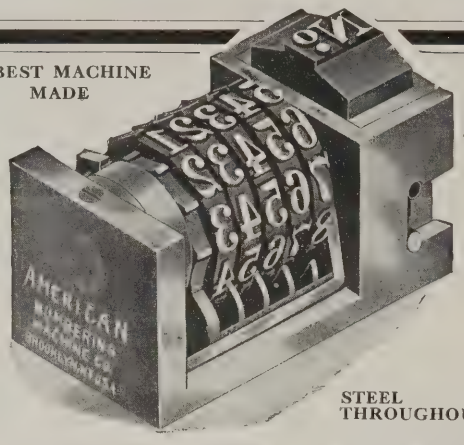
AMERICAN
Model 31

6 Wheels $18.00

AMERICAN NUMBERING MACHINE CO.

224-226 Shepherd Ave., Brooklyn, N. Y.
123 W. Madison St. Chicago, Ill
66 Houndsditch London, England

BEST MACHINE MADE



STEEL THROUGHOUT

AMERICAN
Model 30

5 Wheels $16.00

In stock and for sale by
DEALERS EVERYWHERE

Specify AMERICAN when ordering

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Here is a market-place for everyone—a convenient, economical, result-bringing medium—that will sell equipment for you, secure help, aid you to a new position, if you are seeking one; being buyer and seller together.

The rate is 25c per line, each insertion. Copy must be in the 20th of the month preceding issue, to insure insertion. Address all communications to National Printer-Journalist, Montgomery Bldg., Milwaukee, Wis.

INSTRUCTION

INTERTYPE-LINOTYPE INSTRUCTION—Learn to operate Milo Bennett's way. Home course with keyboard or six weeks at practical school in Toledo. Sinclair's book on mechanism Intertypes and Linotypes used exclusively for mechanical instruction. Bennett has broken world records as an operator. Sinclair is best known machinist in America. Write for most unbelievable results obtained through study of Bennett's system. Milo Bennett's Intertype School, Toledo, Ohio.

PRINTING SALESMAN WANTED

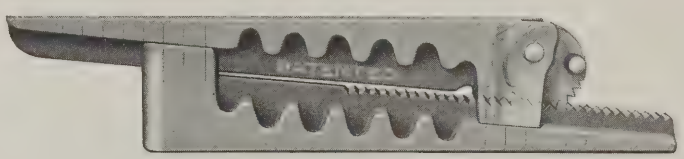
Wonderful opportunity to man with creative ability. Wide latitude given men to develop sales department for plant equipped to produce $250,000 annually. Southern city of over 350,000. Apply Unusual Opportunity, care National Printer-Journalist, Montgomery Bldg., Milwaukee, Wis.

PRINTERS' ROLLERS

THE VAN BIBBER ROLLER CO.,
426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

MATRICES REPAIRED.

MATRICES repaired, straightened and polished at half price new matrices. Lugs rebuilt; combinations recut. Eureka Matrix Co., Torawanda, Pa.



Perfection Quoins
Self Adjusting—Prevent Smash Ups.
Assure Perfect Register—Save Time.
J. RUESCH PRINTING MCHY. CO.
Dealers in New and Rebuilt Printers' and Bookbinders' Machinery
485 Broadway Milwaukee, Wisconsin

Cline Westinghouse Interchangeable Electric Motor Drive
FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE
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Cline Electric Mfg. Co. Chicago-New York

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Megill's Patent
SPRING TONGUE GAUGE PINS

Megill's Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.
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From Us or Your Dealer. FREE BOOKLETS

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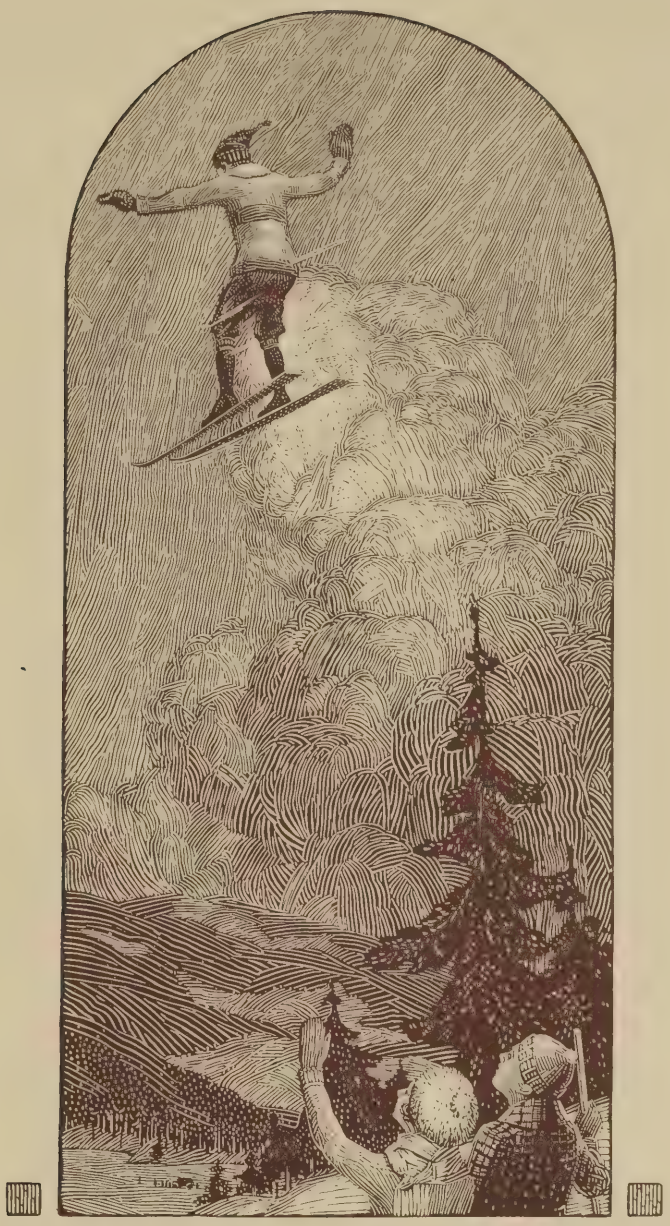
DOUBLE GRIP GAUGES



When the World was young, pictures alone told all stories. From rude sketches scratched on rocks come our first vague lights of History's dawn.

Yet today pictures still are the instant tellers of stories. Good illustrations may of themselves carry your complete business message or catch and hold the attention, that they who run *will* read.

We offer to you a service that includes not alone the work of skilled artists who know the value and proper application of good illustration.

Each of our master craftsmen knows how best to carry the artist's work through to a complete and perfect printing plate—with intelligent care, expert skill and such speed as you need.

You will find our prices a part of our plan to please you.

PREMIER ENGRAVING CO.

DESIGNERS
ENGRAVERS

814 WINNEBAGO ST.
MILWAUKEE, WIS.

THE BIG SCHEME OF SIMPLE OPERATION

THE LINOTYPE ESCAPEMENT MECHANISM

It Insures Clean Proofs

IT WOULD have been easy to devise a comparatively crude mechanism which would have served after a fashion to transmit the motion of the key to the magazine and release the matrix. But while a simple escapement would have been cheaper to build, its parts would soon become worn and it would be inaccurate. An inaccurate escapement means dirty proofs. This is another place where simple construction leads to difficult operation.

In the Linotype Escapement the motion is transferred to *six moving parts* so that the pawls (A-A) will move parallel to each other, and the load will all come on the supporting shoulders (C-C).

That is why a Linotype even many years old in service runs as fast, operates as accurately, and sets as clean proofs as a new one.

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